

PERSONAL TRAINER

MAGAZINE

Issue 5

A full-page photograph of Jennie Cwikla, a blonde woman with a bright smile, wearing a black t-shirt with a red graphic. She is standing with her hands on her hips. The background is a plain, light blue-grey color.

Jennie Cwikla:
Champion Profile

**The Power
of Positivity**

**YOU'VE GOT MAIL:
TOOLS OF THE TRADE**

Brand Yourself

***RAVING
FITNESS
FANBASE***

Personal Trainer

PUBLISHER
Dr. John Spencer Ellis

MARKETING MANAGER
Kelli Ellis

COMMUNICATION MANAGER
Jeannene Ritchie

COMMUNICATION COORDINATOR
Michelle Adams

EDITORIAL DIRECTOR
Kelli Ellis / Scott Gaines

ART DIRECTOR
Kelli Ellis / Priscilla Chrsitian

EDITOR AND PROJECTS MANAGER
John Spencer Ellis

SENIOR PROJECTS EDITOR
Kelli Ellis

EDITORIAL SUPERVISORS
Scott Gaines / Tyler Valencia

SENIOR GRAPHIC DESIGNER
Priscilla Christian

PHOTO COORDINATOR
Alexa Katherine

COPY EDITORS
Sophia Elizabeth

Contact: nestapinterest@gmail.com

Introduction

Personal Trainer Magazine was created with you in mind. You love fitness. You feel rewarded when you help your clients reach their goals. You love the active lifestyle. And, you realize you can and deserve to make a great living while helping people add value to their lives.

For these reasons, PTM brings you the perfect combination of science, application, business and personal development skills.

Regardless of your niche in the fitness industry, you will find effective and easy-to-understand methods for enhancing the lives of others while you are personally fulfilled.

We welcome your comments, questions and critique of PTM. This is your magazine. If you want to see something featured, please let us know. If you'd like to contribute, our editorial department would like to hear from you.

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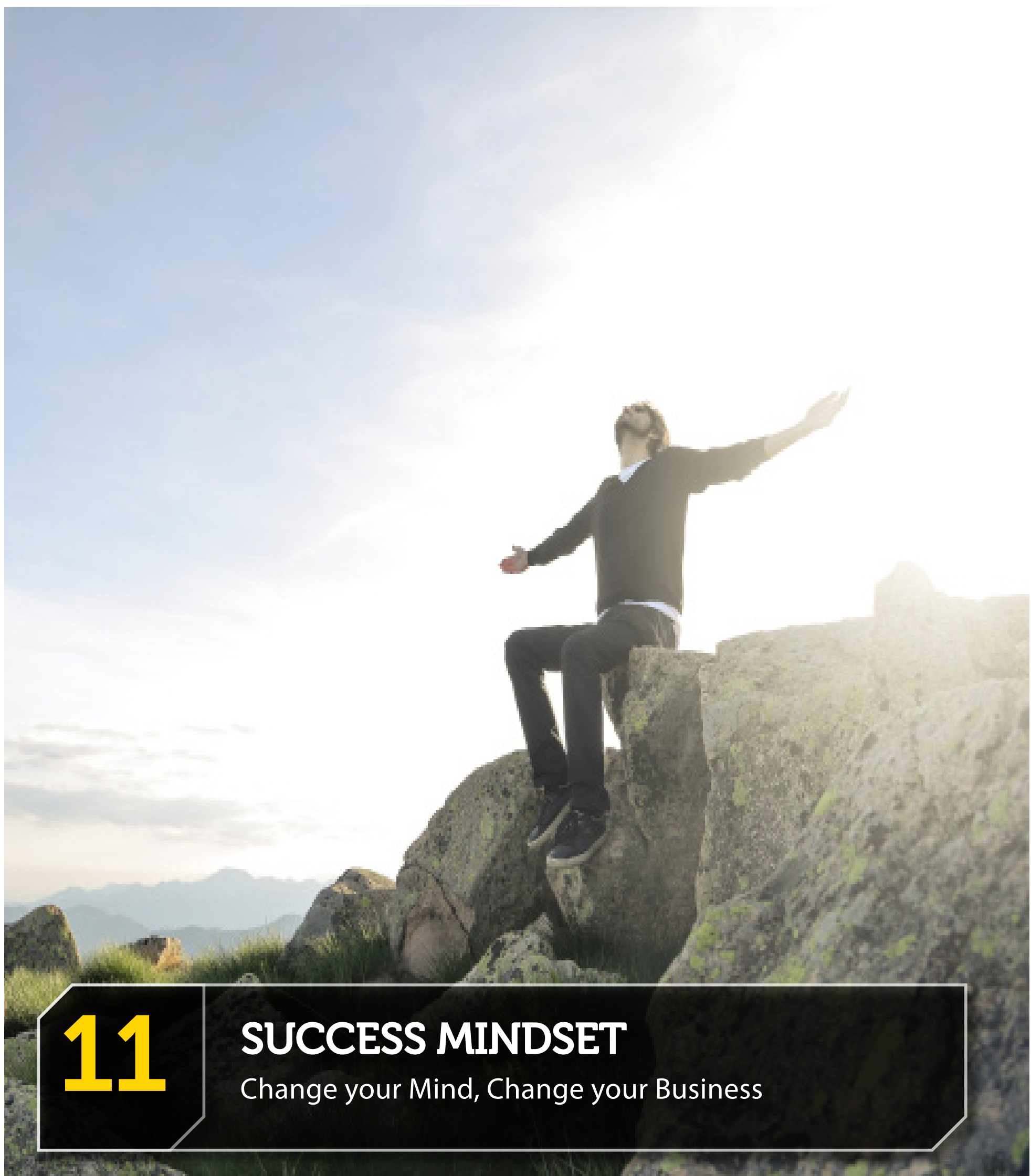
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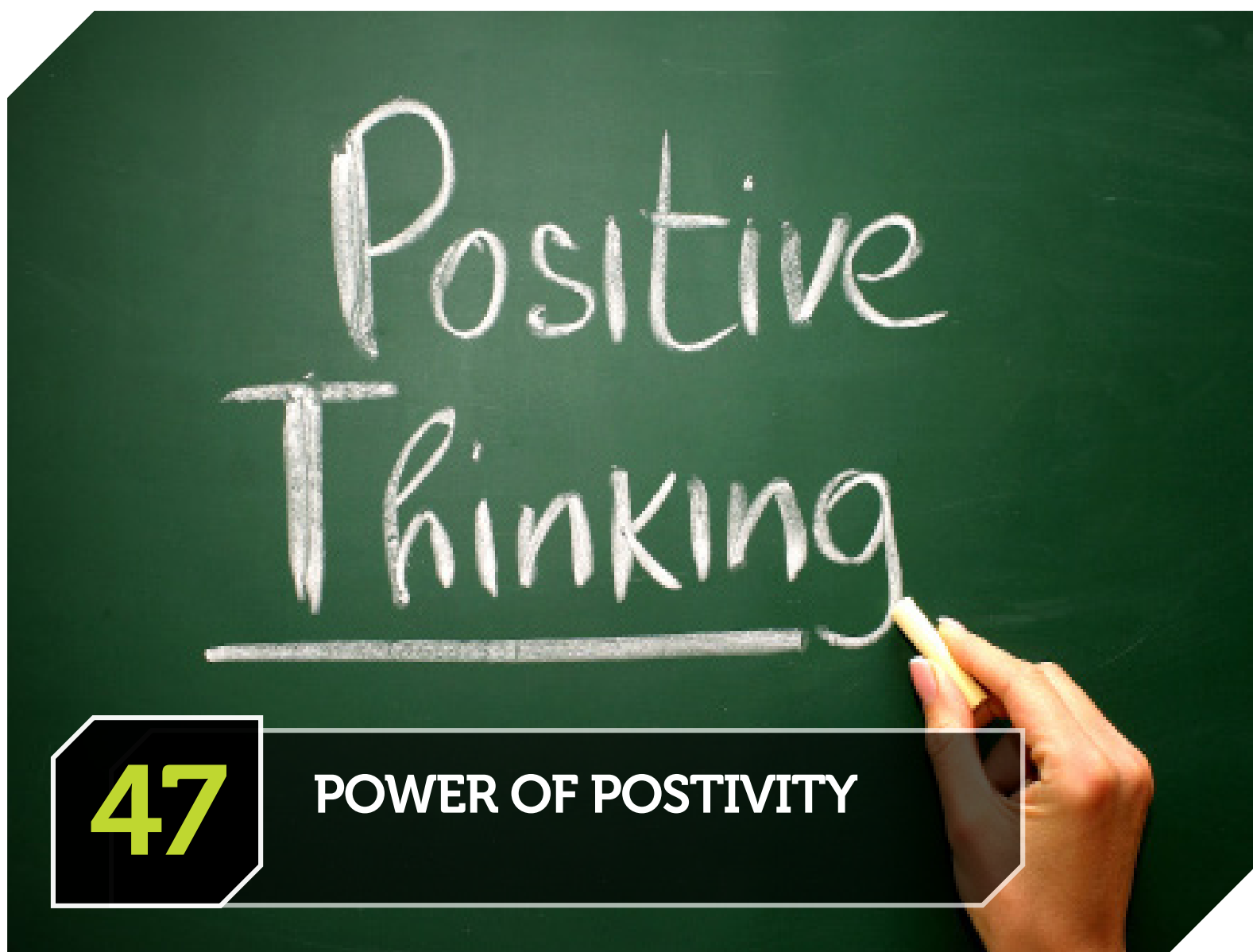
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Publisher's Page



This issue of Personal Trainer magazine is dedicated to the women of fitness. In most areas of the United States, and many other countries, women make up the majority of health club members. NESTA (National Exercise & Sports Trainers Association), as an example, has more female certified fitness pros as compared to men. Sixty-five percent of the certified coaches from the Spencer Institute are women.

I've been involved in the fitness industry as a professional since 1988. I've seen the revolution and the evolution of the fitness industry. I've been through every trend, including the baggy workout pants, string tank tops and mullets of the 1990s. Over the years, women have played an ever-increasing role in the industry. Their numbers, influence, education and power have continued to grow. This is a good thing. Throughout the decades, male trainers primarily trained females. This has changed some now due to the creation of many niche markets. However, men still work with a disproportionally high number of female clients. Yet, male trainers often forget to ask for the advice, input, opinion and feedback of females prior to program creation and development. This needs to change. Women are smart and their opinions and feedback are vital.

Female fitness professionals are rising up through the ranks at a record pace. I'm often impressed by the businesses female fitness professionals create. I see smart, effective and heart-centered programs and services, which create community and program adherence. Men do this as well, and yet we can learn a lot from the ladies.

It's my belief that women have an inherent advantage over men when it comes to entrepreneurship in the fitness and coaching fields (or any industry for that matter).

Women are simply better at bonding, sharing, caring and supporting each other. I do see a surge among male trainers and male-oriented programs to create tighter bonds and a "brotherhood". This is a good thing. Yet, the ladies still have us beat. It's not an effort for them. They are nurturing by default. It's the mother thing, I guess. Us "dudes" can take some notes from the ladies when it comes to working together and supporting each other, and stop worrying about whom is the alpha male. If that's really your concern, you have already lost and have bigger issues.

This issue of PTM features Jennie Cwikla, a sports nutrition expert, fitness entrepreneur and one of the world's strongest women. She's smart, hard working, and willing to learn. She's better at saying, "Please teach me" rather than, "I already know that!" She's an example of what is possible when you work hard, work smart, surround yourself with great people (her other half is Fitness Hall of Famer, A.J. Roberts), and have a relentless drive for excellence.

Jennie is what's right with women in the fitness industry. She's what's right in fitness. For this, Jennie, I salute you!

Sincerely,

John Spencer Ellis

Dr. John Spencer Ellis "JSE"

Twitter: [@jsesuccesscoach](https://twitter.com/jsesuccesscoach)

Website: johnspencerellis.com

Instagram: [@johnspencerellis](https://www.instagram.com/johnspencerellis)

Be a Class Act

(all the time!)



Top Trainers: “They’re just a class act. They earn more, with more client loyalty.”

“ The same middle-of-the-road psychological profile that helps make ambiverts outstanding salespeople extends to other facets of professional life, including entrepreneurial leadership ”

I’m going to take a wild guess and say that we all know about this iconic, leader-like personality type: they’re suave, they’re energetic, they’re sophisticated, and they’re pleasantly unforgettable to interact with. In a way, this kind of person is not only attractive in how they conduct themselves, but somehow, they also have a way of causing others to mimic their traits over time.

And this is the kind of persona that fitness trainers and health coaches should aspire to possess, because that’s what it takes to build a strong personal brand -and a strong reputation for positive results-based reviews to go with it. We’re in the business of helping people to get in shape, but the best possible way to do that is to give our people the kind of motivational helping hand, which only good fitness trainers can provide. But let’s not forget: we’re also in the marketing business as well, -knowhow to build an organically growing tribe. So, to become a class act, this is how it’s done.



CLASS ACT FITNESS PROS

An assessment on personality:

one doesn't necessarily need to be an extrovert in order for a professional to win the crowd (or the client)

Years ago, it was once thought that extroverts were the most likely to succeed in sales and marketing, given their natural comfort-level for interacting with people. But according to recent findings, there was a major thought-shift that filtered through the ether of the psychology community in 2012, saying that introverts were stronger in their leadership abilities and sustained a superior capacity to empathize with others, than their extrovert counterparts. However, in an Entrepreneur article, written by Jason Ankeny, he discussed even more recent evidence that suggested a different conclusion could be possible.

It seems that there is another personality type that beats both introverts and extroverts: 'ambiverts' ...the type that sits right smack in the middle between the two extremes... "The same middle-of-the-road psychological profile that helps make ambiverts outstanding salespeople extends to other facets of professional life, including entrepreneurial leadership, experts say." But what is it about ambiverts that provides them with this 'class act' advantage? Well, according to Ankeny, it was the fact that they were able to not only empathize with people (the ability to discern the most likely thoughts and feelings of others), but they also have the ability to

listen and act upon ideas that might even conflict with their own.

Essentially, ambiverts appear to be the most adept at working with people; yet at the same time, they're secure enough in their own skin to beam a leader-like level of confidence. This assessment syncs in line with what Dan Murfitt of Prelude Character Analysis says is the case. While he doesn't necessarily discuss ambiversion personality typology in particular, he does say that one doesn't necessarily need to be an extrovert in order for a professional to win the crowd (or the client):

"This does not mean that if you're an Introvert you're not

going to be charismatic, but you may want to focus on your natural strengths, as these will be far more powerful and genuine. We don't necessarily have to write a personal branding statement; it can all start with a realisation and awareness of we really are, and then we can weave it through our CV, social media profiles, and the way we introduce ourselves." Essentially, it takes a self-assigned identity that's been reinforced with confidence, as this appears to be what increases an introvert's comfort level around people and what adds to an extrovert's acceptance and openness to new ideas from others.

If you haven't already, then I might suggest taking one or two professional (non-Buzzfeed) psychology-based personality tests, as this will help you figure out how you might be able to further develop your social/networking skill set. However, I do believe that we can still boil down the main takeaway on this idea... Ultimately, it comes down to a balanced self-realization of your true potential, which is how a genuine class act is born.

Your Scent: People Can Smell Enthusiasm ...and Feelings of Inadequacy

With as much heat as introverts have taken over the years, one of the most common vices for extroverts is in their tendency to crave attention and the character gratifying feelings of positive affirmation from others -it's just a natural extrovert tendency. Introverts, on the other hand, tend not to have this problem (replacing it with a general avoidance of human interaction if self-confidence is an issue). But in contrast, a post from Advanced Life Skills described common traits of highly confident people, which said that...



// People who brag are calling attention to themselves because they don't feel worthy of respect. It's like wearing a sign that says "please notice me and tell me that I am special?"

This is why I'd have to conclude that bragging is actually strong evidence, suggesting the direct opposite of a confident self-image. Yet at the same time, Jeff Haden of Inc.com says that highly confident people aren't necessarily thinking that they're always right -in fact- they're more gutsy with voicing their ideas and opinions, because they're just not afraid to be wrong.

Subliminally, the vast majority of people can spot confidence and enthusiasm, as well as feelings of inadequacy and fear in the person that they're interacting with. That's why, if there were ever a primary, foundational character trait, which could pave the way for a person to discover their own class act/leader persona ...then it would have to be true self-confidence. As a fitness pro, here's the only way that you'll be able to experience the advantages of having a healthy level of true self-confidence: simply decide that you already possess this powerful character trait (and quite frankly, the same goes for all humans for that matter). How your clients in your gym perceive your charisma and confidence ultimately begins with how you see yourself. This means that, either you'll be the one getting influenced by your own internal assessments of other people's suspected opinions about you, or you'll be the one that holds the power of influence over those factors. And the one that holds this power will naturally exude self-confidence, as this class act persona has the emotional capacity to take back their rightful power, thereby greatly expanding locus of control. This is why a healthy self-image is so important in becoming a truly charismatic class act, because when we finally see ourselves as suave, energetic, sophisticated, and magnetic -then that's when others will begin to see the same thing.

If we can only truly believe a thought until we actually feel that it's true...Then it's only when we feel that we're a class act fitness pro, will this thought become ingrained into our identities. We all have in us, we just have to draw it to the surface and let it shine.



Branding Mistakes to Avoid in 2015

5 MISTAKES you MUST NOT Make!

If you were awaiting the golden era for personal branding, then I've got some fantastic news: we have most certainly arrived. It is now simpler, easier, and cheaper than ever to build your personal fitness pro brand -doing so, in a comparatively short time. However, with every new era, it's important that we adopt the most current mindset, which corresponds to the latest market demands, dispensing with that of years past. Especially these days, market trends move fast, taking social norms and consumer expectations along with it. That's why it's so important for personal fitness brands to keep up with these trends. It's not tremendously difficult to build a successful personal fitness brand that facilitates a flourishing business; yet, making these 5 mistakes could stunt all growth for your fitness biz in a heartbeat.



No!

5. Because of networking sites like LinkedIn, some industries are experiencing a huge HR hiring shift from 'ye olde paper resume' to an almost total reliance on social networking and web-based sources. With that said, this change seems to have completely taken over the freelance and personal branding market genres. And in the spirit of what I discussed above: when the resume' goes, then the resume' mindset should go with it. That's why Rebecca Webber of LearnVest discussed in her article on The Muse, that you've got to adopt a vision of your brand's future, making that vision your branding content baseline. All too often, I've seen fitness pros talk far too much about their past careers, educational backgrounds, and certifications -and though this information might be relevant for future clientele, let's face it...it's just plain boring if those are your main talking points! You're looking to build a fanbase, which is a very different thing from winning over a future employer. Think in terms of what will not only inform the prospective client, but also snag their attention.

4. Does your website seem somewhat hastily developed and haphazardly thrown together? Do your images, and especially your personal branding headshots, make you look disheveled, oldschool, or fashion-unconscious? If so, here's a recent post from Small Biz Trends, which says that you've got a bit of work to do: and you might have to take a little constructive criticism in the process -especially when it comes to how clients perceive your own personal style:

A University of British Columbia study found that people are better able to identify the personality traits of people they find attractive than of those they do not. In other words, you could be overlooked for opportunities you're qualified for simply because people can not look past your dress!" We can't expect our future clients to approach us for our personalities, especially if our personal brand, profiles, avatars, site styles, ect. make them feel like they can't quite identify with us. Adopting a trendy style and look is just another way to provide a sense of relevancy, and that makes people feel more comfortable about the idea of approaching us.

“What if I told you that you can get rich quick... blah blah blah...”

3. Do you remember the way webcontent sounded back in 2006 (especially, within the ‘make money online’ or ‘get rich fast from home’-Google keyword craze)? Sure, even to level-headed folks, it was easy to get sucked into the rhetoric back then. These days, however, this is what happens every time I get an online-money-scheme cold call: “What if I told you that you’re about to make thousands of dollars RIGHT FROM HOME-” *click* It’s for this reason that if your website’s sales copy sounds like it was written back in 2006, saying things like...

- > “I am the **NUMBER-ONE** fitness pro in (state your city)”
 - > “Do you want to lose weight **FAST?**”
 - > “**As the (blank) area’s fitness MASTER, I’ll blah-blah-blah that blah-blah-blah!**”
- Let’s just say that this is no longer going to fly, because people are over it. As Liz Ryan of Forbes said in a recent post, you might as well just be you, because people identify with real people: “Your best branding choice is a simple story about yourself — no praise, no trophies, just a story about why you do what you do.”

1 . Perhaps the most fundamental point that Jack Preston of Virgin.com makes in his post about branding mishaps is that yours must be built from a clientele/visitor/fan-based foundation. Much to my glee, he mentioned TOMS Shoes: a company that attracts its customers by engaging them on a deeper level -offering them an opportunity to help make a difference in the world with the simple act of purchasing TOMS shoes (which soon became a social status symbol shortly thereafter). At the end of the day, TOMS was able to grow quickly because they understood Generation X, intimately. This is another reason why social proof is so important, because that’s ultimately the bedrock upon which a tribe is built. So, make sure you get other industry leaders onboard in promoting your brand, get those retweets chirping, and get those those red Instagram hearts flowing forth...

However, even before you begin, you’ve got to be intimately knowledgeable and instinctively attractive to your target clientele.

The aforementioned TOMS example demonstrates the awesome power of successful branding via knowledge of your future customers/clients -and connecting with them on a much deeper level than an economic transaction for goods and services rendered.

And if anything, I’d say that if you come at your fitness pro personal branding from a similar angle, then the first 4 mistakes will be easily and naturally corrected. I’ve said this before, and I’ll say it again...

It’s because every business is in the PEOPLE business.



2. This is actually one pointer that’s easy and inexpensive to get done, especially if (like I’ve recently been talking about A LOT lately) you’re using a CMS like WordPress on your self-hosted site. However, since it’s just that important ...ladies and gentleman... you’ve GOT to get your website 100% compatible and user-friendly for your mobile traffic visitors.

According to Stephanie Joanne, a noteworthy fitness pro branding thought leader from Fitness Business Canada...

“ If your website does not automatically resize itself to the device it is read on then you are driving people away! This means it should look good on my iPhone , iPad and whatever other little fancy device people will use to view it. . Here are some facts;

61 % of users said that if they didn’t find what they were looking for right away on a mobile site, they’d quickly move on to another site.

50 % of people said that even if they like a business, they will use them less often if the website isn’t mobile-friendly.”

If you’re not mobile ready with a responsive web-designed site, then this is one of the most simple fixes -and honestly- I’d be a bit surprised if your brand was still limping on after 2 years without it. So get that baby up to speed and ready to go mobile, and ASAP.

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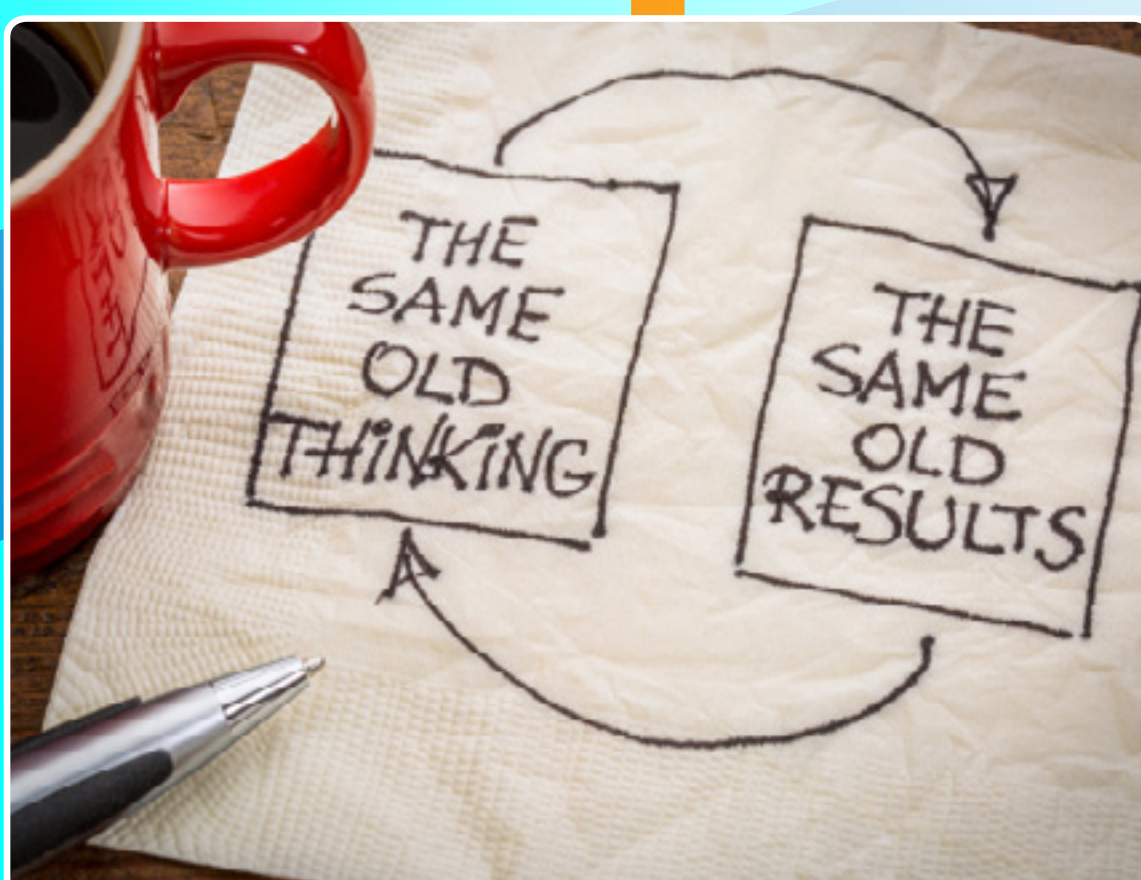
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Building a Success Mindset

How to stop negative thoughts before they start



Dive into the mind of any successful business owner or wellness professional and you're sure to find some seriously positive thinking. After all, how can you possibly reach your goals if you don't first believe those goals can come true? As a fitness trainer or wellness coach, it's more important than ever to think positive. Not only is it helpful in achieving your business goals; it sets a strong example for clients looking to you for inspiration and comfort. But it's difficult to achieve a mindset of success with those pesky negative thoughts popping up all over the place. Negative thoughts plague everyone, but they're especially harmful to coaches and trainers working to help their clients stay healthy and positive. Here are 4 ways

to stop negative thoughts and reclaim your happy, positive self once more:

It's impossible to stop negative thoughts if you don't realize they're there. Negative thinking has a way of operating just beneath the surface of your consciousness. Without careful attention, it's easy to walk around feeling bad all day without really knowing why.

Start to pay attention to the thoughts that cross your mind throughout the day. Don't try to stop yourself from thinking what you think; simply watch and pay attention. You may be surprised to find out that a large percentage of your thoughts are negative and have been sabotaging your success mindset all along.





Once you identified negative thoughts, don't fight them. Resisting negativity or fighting against negative thoughts will only make them stronger. Instead of thinking "I shouldn't be so negative," be a neutral observer and think "Wow, I never realized I thought that. How interesting."

Slowly, you'll start to form some space between yourself and the negative thought. The thought that seemed to belong to you will detach from you, giving you room to step back and observe. Negative thoughts should therefore be accepted, not rejected. While it may feel counterintuitive, this is ultimately the best way to stop negative thoughts from controlling your mind.

Once you've noticed and accepted your negative thoughts, start to question them. You may find that simply noticing them gives them less power, but for those deep-seated thoughts that have been around for years, questioning them helps to release their hold on you. For instance, let's say you notice the thought "I'm a total failure." This thought, like so many negative thoughts, is dramatic and filled with hyperbole.

Ask yourself if the thought is true. Are you truly a total failure? Compared to whom? In what way? Start to investigate the thought. Write down all of the ways you are, in your mind, a "failure." Then write down all of the ways you are a success. Don't be afraid to give yourself credit for the little things. For instance, did you successfully get out of bed today? Write that down. Did you successfully make breakfast? That counts too. This exercise will further stop negative thoughts by draining them of their power and their hold over you.

Just for fun, take the thought that's causing you stress and imagine its' opposite. If you have the thought "I'm a total failure," turn it around to "I'm a total success."

If that feels like too huge of a leap, try "I'm not a total failure."

Next, find proof of the truth of the new thought in your own life. As you look for ways in which you're a total success (or at least not a total failure), you'll see how easy it is to find evidence to support the thought. If the negative thought crumbles so easily in the face of the positive, how could it possibly be true?

Imaging the opposite releases the negative thought of its power and stops its hold over you. The next time that thought comes up, you'll be able to notice it, question it, and find proof that its opposite is just as true, if not truer.

Thoughts are not truths, they are simply collections and impressions that run through our minds, mostly at random. But by becoming conscious and examining our thoughts, it's possible to stop negative thoughts by stopping our attachment to those thoughts.

You may never be able to stop negative thoughts entirely. What you can do is stop automatically believing they're true.

The difference between someone with a success mindset and someone with a failure mindset isn't how many negative thoughts they have, or even what those thoughts contain. Instead, it's how they handle those negative thoughts when they arise.

By noticing them, accepting them, questioning them, and finding the opposite, you'll be able to stop negative thoughts by stopping your attachment to them. In the space of that detachment, your positive success mindset will have plenty of room to flourish.

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news

latest ideas in fitness business



Imperfection: Equals Success

ONE Mindset Change That Will Create a Fitness Business Success

Perfection is most often immortalized, as being the ideal state in which a thing should exist. However, any seasoned and successful entrepreneur would have to disagree on that point, because the pursuit of perfection tends to produce results that are far from ideal. In fact, it's most often the expectation of perfection, which leads towards a business's ultimate failure -and there are several strong reasons why this will happen rather predictably. Of course, the opposite of perfection is imperfection, and if perfection leads to failure then could it be that imperfection can lead to success? In a sense, I would have to say that this is true to a certain extent; but ultimately, success in your fitness business

has less to do with a focus on perfection/imperfection, and more to do with how intently you focus on your vision. Here's what I mean...

The Pratfall Effect: Marketing Made Human Have you ever met a person, who is a bit too obsessed with attaining 'perfection'? Often times, such a person has standards that are impossibly high. They tend to make a habit of applying this standard to others or to themselves; and practically every time, the application of that standard does more harm than good. It's just not easy to enjoy the company of a person that expects you to be perfect, right? Hey, nobody's perfect and that really is ok.

At the same time, it's the people that tend to admit their faults, take risks, and aren't afraid of imperfection, who have a habit of winning the most friends (and clients for that matter). And this actually has a name... It's called, The Pratfall Effect. According to Kevan Lee of Bufferapp, "These mistakes attract charm as a result of the Pratfall Effect: Those who never make mistakes are perceived as less likeable than those who commit the occasional faux pas."

Imperfection actually makes you more human, and thereby helps others perceive you to be more relatable. So you could say, just being an imperfect human is a stellar subconscious psychological marketing tactic.

Quicksprout.com's Neil Patel discusses the hiccups that KISSmetrics experienced when trying to obtain the standard of perfection with one of their developing products. Here's the anecdote that he wrote about: "At KISSmetrics, we created two other versions of our product that are no longer live. We spent over \$500,000 trying to perfect the first version of our product instead of just getting it out there. Since then, we have scrapped that product. If we used the "minimal viable product" approach, instead of trying to create a perfect product, we probably would have saved that money."

Imperfect: continued

Stop Press...

It's called, The Pratfall Effect. According to Kevan Lee of Bufferapp,

“These mistakes attract charm as a result of the Pratfall Effect: Those who never make mistakes are perceived as less likeable than those who commit the occasional faux pas.”



Overall, it was the pursuit of perfection, which ended up costing them this money in the long run -however, in Patel's experience, it was never a perfect product or service that people ultimately wanted in the first place. They want a human on the other end of the transaction, which is why he also said, "I always tell them that people don't want a perfect product...what they want is a passionate person behind the project."

Passionate people are attractively effective because they're NOT focused on perfection. Instead, they're focused on doing what they love, which not only results in an increased Pratfall Effect likeability factor, but also in increased efficiency.

If you've ever worked with a perfectionist, then there's a good chance that you can resonate with this issue: especially when the chips are down, perfectionists tend to do a fantastic job. Except, the problem is that a most of their time and energy tends to be completely misdirected on doing a fantastic job on the wrong thing, because it's wasted purely on output and not on progress. Lisa Evans of Entrepreneur writes:

"A sales report may be absolutely perfect, contain zero typos and have the best-looking flow charts, but if it's not completed on time or if making it perfect gets in the way of you completing other important competing tasks, this can prevent your business from advancing." The root of the problem isn't that they're inefficient from an overview perspective. It's that they're too efficient on tasks that need less efficiency, neglecting other important tasks in the process. Their focus is not on advancing the business, it's on their own need to attain 'perfection' -which only makes them feel satisfied (and yet the business ultimately suffers in the end). So in a way, you might say that perfectionism is a symptom of chronic near-sightedness.

We should all strive to produce something great or provide a service that meets and surpasses expectations and standards for our clients; however, when we obsess about perfection for perfection's sake ...that's when we've lost our focus on that which truly matters.

Instead, you should focus on giving the best you've got towards advancing your fitness business, and don't sweat the small stuff that doesn't ultimately matter. Nobody's perfect, which is why imperfect, passionate people tend to succeed in a world of humans that are all cut from the same diverse cloth of beautiful imperfection.

Other News...

If you're tired of the same old grind, sick of the rat race, and you're looking to move into an exciting and rewarding career field -Look no further than The Spencer Institute life coaching certification programs!

The Spencer Institute offers a multitude of courses and certifications in Life Coaching and related career fields, such as:

- Wellness Coaching
- Life Strategies Coaching
- Corporate Wellness Coaching
- Lifestyle Fitness Coaching
- Mind Body Fitness Coaching
- Sports Psychology Coaching
- Green Living Coaching
- Holistic Life Coaching
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- Design Psychology Coaching

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Raving Fitness Fanbase

How to Jumpstart Your Tribe (the Right Way)

In its most basic conceptual form, the term 'tribe' seems easy enough to grasp. In a sense, it doesn't take a rocket surgeon to figure out that a client-base is comprised of people (who are instinctively relational creatures). Though unfortunately, for those of us in the fitness business, this is an idea that often goes misunderstood, and that is issue could largely be due to how most of us have been programmed to believing the fallacy: marketing is almost purely a numbers game.

However, once the marketing guru, Seth Godin, began to explore further into this somewhat new 'tribal' idea -that's when major brands began to see the giant pink elephant in the room: people aren't numbers, and especially not in the obscenely ad-saturated, noisy market environment of 2015.

That's why we fitness trainers, health coaches, and gym owners have got to think differently about how we move forward with our marketing strategies if we're ever going to be successful in constructing a tribe that will sustain our businesses.

So, here's how you get yours jumpstarted (the right way), doing so with a change of perspective ...from calculating numbers to reaching people.

What Have We Learned of Tribal Tendencies, So Far?

First and foremost, we've got to understand that ultimately, people follow people (not robots, likes, and especially not advertisements). This is one reason for why the old methods of advertising have been on the decline in effectiveness for the past decade -as not only have TV advertisements become less and less lucrative for major corporations- but so too have the lesser forms of marketing for medium-sized companies and personal brands. According to John Jantsch of Duct Tape Marketing, he shows how little hope there is for marketing tactics, such as cold calling...

"So, let's do some simple math - if you have a list of 1000 names to cold call, you're looking at getting 30 appointments as doing quite well (who knows if they are the right 30, but we can use this for conversation sake.)"

Raving Fitness Fanbase

continued.....

At the end of the day, people are just about fed up with advertising as a whole, because they've already ignored obscene amounts of it before your fitness business's ad even gets around to their smartphone or TV.

Humans are naturally 'tribal' individuals, so it's not as if our target markets are undergoing a fundamental, psychological rewiring. The problem is, consumers are becoming more and more individualized, less dependent on marketing for figuring out what they want, and in general, finished with ads. The global tribe is seeking a leader, and that leader/brand must be like them: a human that they can identify with.

Do More, Brag Little

Alright, so if we were to approach a tribe from a tribal mindset, then we need to identify the attributes of a true 'chief'-type leader figure that people instinctively want to follow. With that said, you can usually find no shortage of brands that make huge claims of 'leadership'. Delivering on such promises, however ...now that's often a very different story.

But how do we actually become such leaders within the fitness industry? Simple, you've got to first, IDENTIFY yourself as one -while at the same time- bearing in mind that this must be a genuine and inward identification (before it can become an outward identity by your tribe). There's a massive difference between claiming something, and believing those claims to be true; and that's also why true thought leadership doesn't simply SAY that they're the best in the business, because their blog content proves it.

Hence, is why Jeremy Vest of Learning Solutions Magazine says that one of your first steps in tribe-building is to embrace your status as the best ...and then get that content marketing machine up and running to prove it to your followers via your knowledge. This is also why another reason why WaspBarcode.com's post tells us to underpromise and overdeliver:

"The age-old adage has never been truer than in the digital age, where a customer's experience can be broadcast instantly. Establish honest expectations about what your products and services do AND don't do."

Once your knowledge-base is exemplified through your website blog and your services go above and beyond your own claims -that's when people begin talking and connecting with other tribe members.

Step Up to Stand Out

This is likely the most difficult aspect of tribe-building for the simple fact that the digitally global market has made it tough to stand out from all the other advertisement noise (and do so, in a constructive way). This is why Social Buzz Club's Laura Rubenstein tells us that, especially on social media, standing out can often take a while: "Next, you need to share your message. Standing out on social media can be challenging. It will take

time and reaching out to others with similar interests." However, let's not forget what I said before -that your habit of surpassing the performance of your own claims, while also gaining credibility through attaining thought leadership-status- is a surefire method of generating tribal buzz. If anything, that's your first task.

Next, standing out in such a way that will draw your target market towards your chieftainship will depend on your knowledge of your own tribe. Remember: your tribe is already out there, you just need to know who they are and what they want. The best marketing doesn't just make waves. It gets the wind blowing and fills the sails of your target market, pushing them in the direction that you want them to go...

Beam With Passion

And thus, we come full-circle, because this essentially boils down to your identity. It's really an uphill battle, attempting to lead a tribe without a genuine PASSION for a) the tribe and their interests, and b) ultimately where you're leading them. That's why Social Media Examiner's post from Nichole Kelly plainly says that,

"Aligning with something your customers are already passionate about and delivering content that's specific and relevant to that theme is a great way to generate a bigger audience of others who are also passionate about the subject."

Becoming the best in your specific niche (and for personal fitness trainers, your specific geographical turf) requires passion, because it takes a rather hefty amount of time, energy, and ingenuity in order to reach 'king of the hill'-status. Also, a general lack of passion is going to bleed through your personal branding like a nasty wound -and one that your potential clients will be able to smell from a mile off.

On the other hand, remember: people follow people.

Which is why the most passionate tribal chief figures and thought leaders tend to accumulate a fanbase/following rapidly and steadily, ultimately retaining its generous influence until such legends retire at the end of a long and fruitful career. Because...

First, they knew that they were the best.

Second, they didn't just say it, they proved it.

Third, their passion fueled the tribe's exponential growth and kept it sustained.



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BODY LANGUAGE HACKS

For A Winning Personality

A genuine love of people is absolutely crucial, and your on-point body language can give you just another effective way to express your true feelings....



It is true that you might have a hefty helping of the latest industry certifications and knowhow, but if your personality couldn't necessarily be considered 'winning' per se -then you're going to have a tough time picking up new clients ...as well as keeping the ones you might have been able to win over already. And there's a very good reason for this fact.

Simply put, your brand is a personal brand (and so is the service that you provide). That's why you've got to be a personable, friendly, motivational, and magnetic individual if you are to experience success in this fitness industry environment. In order to BE a winning trainer, you've already got to look like that kind of person to your target market, and this will come down to attaining the winning mindset that you ultimately need to have...

However, this persona can actually be favorably amplified by your *body language*.....

The term, 'winning personality' might sound a little cryptic at first; and in a way, it could seem like I'm telling you to put on a false persona -but this is actually the opposite of what I'm saying. In fact, having a winning personality depends on being GENUINE and truly enjoying every interaction with the folks that you come into contact with, both inside and outside your gym. For instance, according to an Inc.com article by Leigh Buchanan, iconic entrepreneur Marie Forleo (whose NYC company saw \$11.9 million in revenues for 2013) discusses how she was able to build a fortune, having done so, largely as a result of her uniquely magnetic and warm personality. So what was her true secret to success on the NY Stock Exchange? Well, it wasn't through her ability to 'game the system' in a dishonest sense. Apparently, she wasn't even fond of the word "networking" for that reason, because it sounded cold and calculated. Instead, she said,

((I love people. I love hearing their stories. I do my best to be open and transparent about my flaws and insecurities. People are comfortable with me because I'm not trying to be something other than I am. ...Every relationship that has helped me is the result of a from-the-heart, honest connection with someone I know and like," says Forleo. "That's where all the good things in life come from."

Gaming the system (especially when your clients ARE the system) never works, because people generally know when someone's not being authentic. An industry leader like Forleo, on the other hand, wasn't doing anything disingenuous. Instead of gaming

the system, she truthfully enjoys the game itself and especially the people that she's done business with along the way.

So, if I didn't actually like spending time with people in general, then I'm clearly in the wrong industry. The fact that I genuinely enjoy interacting with others is one of the main reasons why I'm now coaching fitness trainers in the first place -but here's one issue that so many of us tend to experience problems. You can still love people, and still not LOOK like you do. This essentially comes down to your body language and nonverbal communication skills.

The Body Language Hacks : Especially during face-to-face interactions, first impressions, and situations that have you going full steam ahead into your elevator pitch -what most people don't realize is just how much communicating you do that's nonverbal.

The phrase, "It's not what you say. It's how you say it," rings incredibly true in these instances, because of the old 55/38/7-rule. 55% is body language, 38% is tonal, and only a measly 7% of what you're trying to say is being factored into the conversation. Since the lionshare of your communicating is done through your facial expressions and body language, then attaining that 'winning personality' is incredibly dependent on how you come off through your posture, eye contact, and facial expressions. Here are 3 helpful body language hacks, which should help...

1. Open Up

This has to be, by far, the most important body language hack of them all. When I say, 'open up', I'm essentially talking about your overall demeanor, posture, and positioning of your arms, legs, and hands. For instance, you'd have a 'closed' posture if you were to be talking with a prospective client with your arms folded and legs pointed away from him or her. Doing this shows that you're in a defensive/protective stance, and it tends to come off intimidating and unfriendly. That's why it's important to keep your arms unfolded and your feet pointed toward the person you're talking to. Also, if the other person happens to have their arms folded, then the principle of 'mirroring' could cause that person to open up once you do -even allowing them to absorb 38% more information, than if their arms were folded in front of them.

2. Eye Contact

According to a post from Patrick Schober of Customer Experience Insight, it's important to keep your eyes from wandering away from the other person's face, saying that, "...it's good to maintain eye contact 70% to 80% of the time. Any more and you might appear threatening, any less and you may appear uncomfortable or disinterested. Good eye contact exudes confidence, engagement and concern. Plus, it'll help you read your customers' emotions and body language".

In addition, make sure that you're not staring them directly in the forehead for the entire time, doing what's called, the 'God Stare'. This can get pretty intimidating, so simply look them in the eyes for most of the time, breaking when you need to comprehend what the other person is saying -which I find is a good rule of thumb.

So long as you don't avoid eye contact, as that can make you look untrustworthy (and downright creepy) in a heartbeat.

3. Smile

There are several major advantages to the good ole' fashioned smile. Not only does it shine through your voice (even over the phone); smiling can also make you seem warmer, friendlier, and adds to the other person's perception of your confidence ...just as long as you're not overdoing the emphasis on your pearly whites, as this can come off a little unnerving. It's even got another interesting attribute, as well. According to Forbes, Contributor Carol Kinsey Goman, giving a cheeky grin can positively affect your own motivation level:

"No matter the task, when you grimace or frown while doing it, you are sending your brain the message, "This is really difficult. I should stop." The brain then responds by sending stress chemicals into your bloodstream. And this creates a vicious circle: the more stressed you are, the more difficult the task becomes. Conversely, when you smile, your brain gets the message, "It's not so bad. I can do this!"



True Happiness In Your Fitness Biz = \$:)

rekindle the old flame for what you do

Over the years, we've often heard about that wonderfully tantalizing achievement of reaching the elusive 5-year mark in owning a newbie startup business. The good part, at least for fitness instructors and personal trainers, is that our industry is expected to grow 13% between 2012 and 2022 -so that 3 to 5-year milestone is certainly within reach for folks like us.

While this might seem like a myth that gets passed around the campfire -statistically speaking- it's actually a thing. In fact, it's a very, very real thing, because 40% of all small and startup businesses will get weeded out by year number-three, according to Inc.com's stats on the topic. However, while we might be able to see a bright future in the sheer numbers of it all, the fact of the matter is simple: if you're not finding true happiness and purpose in your fitness business, then that 13%-growing piece of the pie will likely elude those of us that aren't actually enjoying ourselves. So, if you find your passion going cold between day-1 and year-5, then here are three reasons why it's time to get back to the basics... And rekindle the old flame for what you do and remember why you loved your fitness business when it all began.

#3 - They're Intelligently Resilient

One of the biggest truths that I've discovered over the years is that, especially when it comes to the energy/time-demanding career of being a fitness pro -there will be setback moments. My friends, they're coming ...and to be quite honest, it's not exactly going to be a bed of roses when they get there.

Yet at the same time, I've also found that it's the fitness pros that never truly had their hearts (or enough of their skin) in the game, who join the aforementioned 40%-ers. The ones who endure, however, are the ones that truly enjoy what they do, and would never want to stop -no matter what. Why does that seem to be the case? Well, two reasons:

- Curiosity - In a post from Jeremy Goldman of Inc. com, he discusses why curiosity is a natural deflector of discouragement, through his bio of Danny Flamberg of 1-800-Mattress. In fact, not only did Flamberg's curiosity keep his zeal going in finding his dreams, but it also led him to odd solutions that took his company from zero to millions in sales -despite the setbacks.
- Adaptability - Because only the ones that truly enjoy what they do will maintain a mindset of curiosity, and because curiosity provides interesting solutions to potentially disastrous setbacks, then that makes for adaptable startup business owners. And quite frankly, Entrepreneur's Jason Daley was on-point when he did a lengthy piece on why businesses must be adaptable, or they won't be in business for much longer.

Those fitness trainers, health coaches, and gym owners that find true happiness in what they do will have a constant itch to keep exploring all facets of their own respective industry niches -and that appetite for learning will end up saving them during tough times (and showing them the right door to open when opportunity knocks).

#2 - They're Irresistibly Magnetic

Isn't it kind of a drag when you're dealing with a Johnny Raincloud? For instance, you're checking out groceries, and the cashier is oozing with that telltale, "Dear God, I don't want to be here"-look. What do you immediately want to do? Well, looking them in the eye and striking up a friendly conversation about how fantastic said grocery store's prices are -probably isn't it. If anything, you want to pay off and get out fast. But what happens when you roll up to a line with a super happy (but not disingenuously over-the-top-awkward) cashier? My thoughts exactly -and this is why...

- Networking - Positive people tend to be a beacon of social support, because of they're naturally uplifting personalities. Interestingly enough, business morale expert Shawn Achor found an interesting trend in his research of how far such positive individuals get in their respective careers, saying that "...[T]he results were off the charts. Those high on provision of social support are 10 times more engaged at work and have a 40% higher likelihood of promotion over the next four years." (CNN.com)

- Marketing - Achor was also interviewed by Kathy Caprino of Forbes, more specifically discussing the impact that happiness can make on an individual's overall contribution's and personal success: "...productivity by 31%, you're 40% more likely to receive a promotion, nearly 10 times more engaged at work, live longer, get better grades, your symptoms are less acute, and much more." However, when it comes to marketing, Achor says, "Sales improve 37% cross-industry."

Now that's one heck of a powerful advantage, and a strong argument for making happiness a priority -and though we're talking about the fitness biz- I'd have to say that we might as well apply this concept to the rest of our lives while we're at it.

#1 - They're Incurably Driven

Perhaps my biggest inspiration for why I decided to write a post on this particular topic, comes from a short video that was recently posted on Inc.com. The man on the screen is Srikumar Rao, author of Happiness at Work, where he tells of a short anecdote about a well-known world changer: Mahatma Gandhi. In the story, Gandhi had boarded a train and was seated in the outside '3rd-class section'; and as they began to move forward, he

accidentally dropped his sandal on the ground along the tracks. Immediately, the man kicked off his other sandal from his foot before the train could speed away. When asked, why he did this, Gandhi said that one sandal does him no good -but if someone else were to find the first, then that person would at least have a usable pair if they kept looking for the other.

Rao's premise for telling the anecdote was this: Mahatma Gandhi was so committed to helping others that he reacted reflexively to kick his other sandal on the ground, immediately discerning a grand opportunity to further his worthy purposes.

Like Wealthy Volunteers ...With a Cause

Friends, the key to finding true happiness in your business goes beyond just a paycheck and a little extra freedom in being your own boss. At the end of a long, arduous day, this unstoppable love for fitness is derived from a deeper well: the knowledge that you're providing something of tremendous value for your clients and community. This is where that incorrigible drive comes from, and for good reason. Because of you, your client's could feel more energy to succeed in their own careers. Because of you, they might feel that extra confidence boost to get a promotion, or who knows -maybe even start a romantic relationship. Because of you, they might even live decades longer than they might otherwise have. Because of you, lives are being changed for the better.

When people truly love what they do, it's often because they see a much bigger purpose for it, and this is often what gets them up, out of bed, and into the gym on a rainy Monday morning. You can usually tell who these people are, because they have that look...

It's the "I'd do this for free if I didn't have bills and a love for traveling"-look. And that kind of passion is simply indescribable and truly magnetic.





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Email marketing is one of the most effective ways to stay in touch with your clients, provide special offers, drive traffic to your website, and increase your sales.



The sheer power of email marketing makes the choice of an email provider an important one for any coach or trainer. But with so many programs to choose from, making a decision can feel next to impossible (not to mention mind-numbing). Luckily we've done all the heavy lifting for you.

Although, NESTA has its own system, FITNEWS.tv, here are the pros and cons of other email programs.

Aweber - Aweber is a popular choice of many fitness professionals, but is it the best email program out there? With basic plans starting at \$19/month, the price is certainly right. Here are the pros and cons of going with Aweber as your email program:

Pros: Aweber now offers unlimited image hosting within your account, which makes it easy to insert graphics into your emails and autoresponders. This is a very important feature, since emails with images have been shown to significantly increase click-through rates. Aweber also gives you unlimited sign-up forms per subscriber list. Let’s say the homepage of your website has two sign-up forms: one for your email list, and one for an online coaching course you offer. With Aweber, the same person can easily sign up for both lists and receive the appropriate emails without any hassle on your end or theirs (not the case with all email programs!). Aweber also has awesome chat and phone support, which is crucial during a technical meltdown or an important email campaign.

Cons: Aweber doesn’t have much design flexibility. In order to make basic changes to their templates, you’ll need to know how to code. It’s also really difficult to exclude subscribers from follow up emails. For instance, say a subscriber has received 3 of 5 emails in your follow up series, and you write a 6th email that should ONLY go to those who’ve already received the first 5 emails. Default settings in Aweber would automatically deliver that 6th email to every subscriber - even the one that has only received the first 3 emails in the series! You can change this, but you have to do it manually and it’s a pain in the glutes. Our in-house system, called FITNEW.tv is still more affordable.

Mailchimp - Mailchimp’s interface is more fun than professional, but its features and functionalities give other email programs a run for their money. Here’s what works and what doesn’t:

Pros: Mailchimp offers a completely free trial and allows you to send emails to up to 2,000 subscribers...for free! This option alone might make Mailchimp the best email program around. They also have an awesome split testing feature that lets you divide your list into A and B segments and test different subject lines, delivery times, and more. For instance, if you’re having a promotion at your gym, you could send an email to half your list at 5am, and to the other half at 7am, and see which email gets the higher open rate. This type of testing gives you insight into your target market and helps you plan for future campaigns. Mailchimp also offers total design freedom, making it easy to create your own templates from scratch if you so choose.

Cons: Okay, so freedom isn’t exactly free with Mailchimp’s free trial – you’re pretty limited as to the number of emails you can send, plus you can’t take advantage of their autoresponder feature unless you upgrade to a paid version (starting at \$10/month for up to 500 subscribers). Another downside to Mailchimp is that you can only have one sign up form per subscriber list. This can be a real pain if you have multiple forms on your coaching or training website.

Constant Contact - Moving up the food chain, Constant Contact is a pricier email program with a more professional image, but is it the best option for fitness professionals? You decide...

Pros: Constant Contact offers 400 different drag ‘n drop email templates that can be easily customized without coding. Woo-hoo!In addition to solid email tracking tools, which let you see opens, clicks, bounce rates, and downloads, Constant Contact offers social tracking tools so you can easily see which emails are getting shared and by whom. It’s also super simple to create an email campaign with Constant Contact. If you’re running a special on personal training at your gym, you can create a series of emails that function as a sales funnel and encourage those on your list to make a purchase.

Cons: Constant Contact charges you extra to host images and archive emails – ouch! You also can’t use your own HTML templates or customize their templates with your own HTML, which is a huge downside if you have any kind of graphic design skills. Constant Contact’s pricing scheme could be a pro or con depending on how many subscribers you have, since they charge based on how many active people are on your list. As your coaching business grows, so will your Constant Contact bill!

Infusionsoft - It’s been called the Mercedes of Email Marketing, and for good reason – Infusionsoft is not only the most expensive program around, it may just be the best email program on the market. But is it right for you? However, they don’t call it “confusionsoft” for nothing!

Pros: Infusionsoft lets you customize and automate any and all aspects of your email marketing, from opt-in forms and campaigns to autoresponders and more. Heck, you can even automate phone calls through Infusionsoft if you’re so inclined. Tracking and reporting features are detailed and powerful, allowing you to easily see who opened what and when. Every single feature offered by the other programs on this list, including hosted images, social tracking, flexible email design, and autoresponders, is available through Infusionsoft. And then some.

Cons: Infusionsoft can pretty much do anything you ask of it, but with such power comes a hefty price tag. There is an initial training fee of \$2000, and ongoing monthly membership rates begin at \$299. The reason for the \$2000 fee is because Infusionsoft is also incredibly counterintuitive. It really does take two grand’s-worth of training to begin to understand the application. FITNEWS.tv is 1/20th the cost or less, but doesn’t have a shopping cart option. So you can use your own cart or PayPal which is free.

When choosing the best email program for your coaching or training business, consider the following:

- Budget
- Number of subscribers
- Expected subscriber growth over the next year
- Design experience (or lack thereof)
- Autoresponder needs

If you’re just getting started in your fitness business, we recommend you FIRST CONSIDER, FITNEWS.tv. It’s designed specifically for fitness and coaching pros and also includes text message (mobile) marketing (optional). It’s very affordable and has more features than the above-mentioned services. Learn more and test drive [FITNEWS.tv](#).

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Build Business

Online

If you own and operate a gym or training facility, do you really need to build business online?

The answer is yes – even if the majority of your customers found you through word-of-mouth or simply by walking into your gym. In order to grow your business, increase your profits, and expand into multiple locations or



different markets, building an online presence is absolutely essential. Every single person who walks into your gym lives a portion of their life online. They most likely have a Facebook account, shop on Amazon, and get their questions answered via Google. When you combine offline marketing with online business best practices, you catapult your gym ahead of the competition and build

5 proven ways gym owners and fitness professionals can build business online.

customer loyalty on a whole different level. Here's how to build business online in just 5 easy steps:

1. Build your email list

Chances are you have the name and credit card information of every person who uses your gym. But do you have their email address?

An email list will help build business online by allowing you to communicate with your

customers outside the gym, update them on new schedules and equipment, and invite them to participate in special events and contests.

Email campaigns can also be used to ask current members for referrals or to

offer membership discounts to past or prospective customers. Train staff to ask for an email address with each new sign-up, and post email sign-up forms throughout the gym.

Be sure to offer a strong incentive for signing up for your email list, such as a 15% discount on next month's membership, a free guest pass, or a juicy newsletter with fitness tips and photos.

2. Integrate social media

Social media is another great way to build business online because it allows you to connect with customers on a personal, social level. The bond you create through fun platforms like Facebook and Twitter breeds loyalty in customers, who'll be more likely to stick with your gym and bring along their friends.

Post signs throughout the gym asking for Facebook likes and offering a specific incentive for liking your page. For example, you might offer a free kickboxing class to those who like your page, or give exclusive discounts/rewards to Facebook fans only.

Instagram is a great social tool for gym owners as well. Encourage members to post pictures of their accomplishments or favorite workouts using a hashtag specific to your gym.

Whenever one of your gym members posts a photo, all of their Instagram followers will see that photo and be exposed to your brand. In this way, social media is a powerful lead generator that costs next to nothing!

3. Ask for Google reviews

Make sure your business is listed on Google by using the Google My Business feature. This will make it easy for prospects to find your gym's location, contact information, hours, and customer reviews.

When a customer does a Google search for a gym in your city or neighborhood, the local listing that pops up will include the number of Google reviews that have been left by members. The more reviews you have, the more likely users are to click on that listing and check out your gym.

Make it easy for current customers to review your gym on Google. Depending on the size of your gym and your budget, you can offer an iPad to members after their workout or direct them to a computer kiosk in order to leave a quick review as they're leaving the gym.



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4. Use online payments

If members can pay their membership fees online, they'll be much more likely to interact with your gym in other areas of the online space. When they sign up to pay online, you can not only obtain their email address, but connect with them via social media and ask for an honest review of your gym (see Step 3). Offering online payments is just the beginning of creating a comprehensive, interactive online presence. The more opportunities your members have to connect with you online, the easier it will be for prospective customers to find you online and choose your gym over someone else's.

5. Train staff to survey customers



As you begin to build business online, it can be difficult to know exactly where that business is coming from. You may be seeing increased Facebook likes and email opt-in's, but are those social interactions converting to flesh-and-blood paying customers for your gym? In order to find out, you simply need to ask. Train your staff to ask all new members how they heard about your gym and what made them decide to come in. Develop a system for tracking the results, even if it's just a simple spreadsheet. You will soon start to see patterns emerge, and will be able to redirect your online marketing toward what's been proven to work. For instance, if you ask 20 customers how they found out about your gym, and 15 of them say "Facebook," you can stop spending money on Google advertising and start spending money on Facebook ads. The way you market your gym offline can be integrated with online efforts for maximum impact. Your customers and prospects are already online, so use their presence in your gym to build business online through discounts, contests, social media, and email marketing.

For more tips on building business online, download your FREE Entrepreneur Jump Start Kit by clicking here now: <http://johnspencerellis.com>.

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CHAMPION PROFILE: JENNIE CWIKLA

Champion profile: Jennie Cwikla

Personal Trainer Magazine visits with **Jennie Cwikla** World Class Athlete with the Charm of the Girl Next Door wrapped in a Beautiful Super Hero package.



It's no surprise that Jennie Cwikla chose the name Valkyrie Athletics for her training and nutrition business. After all, Valkyries are mythological female characters from ancient Norse times who represent leadership and courage, strength and victory. And Jennie specializes in working with elite level athletes such as Powerlifters, CrossFitters, Olympic Lifters and long distance endurance athletes. We spoke to Jennie about her strengths and victories in sport and business. And we asked her how more females can find success as leaders in the fitness industry. With her mega-watt smile and bubbly personality, Jennie Cwikla is the sort of woman people warm to quickly. She has a lot to tell us about getting into the fitness business, attracting clients and retaining them for the long-haul. But we started off by asking her to describe her own journey in sport, fitness and wellbeing. After all, it's the details of her story that show clients she has "walked the talk". As trainers, our goal is to help people turn their lives around, get healthier, and live longer, stronger, happier lives. We asked Jennie how that all started for her. "My life was changed forever by someone who helped me," Jennie explained. "His name was Dave DePew. I guess most of your readers will know the name!" We sure do: Dave DePew is one of the industry's best-known trainers, who changed the face of our industry when he developed the body-transformations business model which is now so commonplace. In fact, it was Dave who pioneered client body transformations case studies as a powerful way of validation results. These days we

call it social proof. "I was always athletic in high school, playing water polo, swimming and running cross-country. Training wasn't a foreign concept. But when I reached adulthood and entered the real world, things started to change, as they do for so many of our clients! I went to school to study Kinesiology, and was working three jobs at the same time. I guess I didn't understand the changes my body would go through. Before I knew what was happening, I was sitting at over 200lbs." Jennie felt lost, depressed and out of control. Three emotions your own clients have probably told you they felt at the start of their own journey. Jennie took action, and began her own journey. It was a process which would result in her entering the industry, making a huge success of online coaching, and reaching World Title status in sport. "I knew I had to get a handle on what was happening. I hired a trainer, like anyone else would do. I had a goal, and I lost 55lbs in just four months. I actually ended up in an infomercial for Nordic Track." Jennie says her experience changed her life forever. She had seen what good coaching could do, and she knew her calling in life was to deliver the same results to other people. "I owe so much to Dave," Jennie told us. "I offered to intern for him, and wound up working for him for nearly two years. My goal was to learn as much as I could from this man, and what I learned in that time was incredible: nutrition, training, how to set up a fitness business. I got my certifications, and started out in business running boot camps."

At the California's Strongest Woman competition, the qualifier to go to Scotland to compete at the World's Strongest Woman



CrossFit Strongman Certification Seminar at The Fitness Coalition in Fairfield.



With training partner Kristin Danielson Rhodes, 3 time World's Strongest Woman, 6-time America's Strongest Woman and 3 Guinness Book World Record holder.

Jennie ran successful boot camp classes in the San Diego area for over three years, and then she had a lightbulb moment. "I realized that I was helping hundreds of people achieve results, but I wasn't able to give any of them the level of individual support that I wanted to give, simply because I had so many people coming through my door. It wasn't the business model I felt compelled to deliver. So I made another change." At that time, Jennie was competing in figure competitions. Working with a female bodybuilding coach and nutritionist, she had great success in transforming her physique and taking home trophies from her time on stage. But she knew there was more she could do. "I loved competing in figure, and it taught me a lot about nutrition, training and mindset which I could pass on to my own female clients. But I knew there was more that I could do, and I had a feeling that if I could tap into my own capabilities, that I would be able to push my own coaching business to the next level," she said. From her own growth and athleticism. Jennie began to lead other women in that direction. She started attracting female clients who wanted to compete, and it seemed natural to show them how to progress and push their physiques. "I really seemed to excel at showing women how to get to their best shape, to feel the best they'd ever felt, and to feel happy and confident," she said. From her own experience in figure, Jennie became very successful in coaching women in figure and bikini and has held an unbroken record for top 5 placings where every single competitor she

has coached has gone home with a trophy. But there was something telling Jennie she needed a bigger challenge. Something she hadn't tried before. "I knew I needed to achieve something bigger," she said. "My friends, coaches and fellow competitors always told me I was naturally strong. I started thinking: what would happen if I applied a strength training program to my natural abilities?" Jennie had always known she was stronger than the average woman in the gym, stronger even than most figure competitors. "I'd overhead press with the 25-30lb dumbbells when other competitors were using the 12-15lbs," she recalled. "I was always the odd one out in that sense! I set my own goals, and would always push myself to progress every couple weeks." So Jennie sought out the best people to help her. Just as she'd worked with Dave DePew when she wanted to learn about starting out in business, she worked with the very best when she wanted to get super-strong. She worked with Mike Westerling, strength training coach, and trained with Kristin Rhodes and her husband Donnie, 5 x America's Strongest Woman, 3 time World's Strongest Woman and holds 3 Guinness Book World Records. Working with one of the strongest women in the world led to Jennie's amazing success in Strongwoman competitions: she placed 6th in the world, competed at the Arnold, and did a figure competition in the same year. As Jennie's sporting success grew, so did her business. Valkyrie Athletics expanded from training female physique athletes, to

specializing in working with elite level Crossfit athletes (like Games Competitors Team NorCal CrossFit), NPGL Grid League competitors, Powerlifters and Olympic Lifters. "My clients come to me so they can learn how to increase speed under the bar or to boost efficiency on gymnastics and body weight exercises, while not sacrificing strength or lean muscle mass," explained Jennie. "For others, it's about dialing in nutrition so they can recover between multiple training sessions a day, and stay in the top % of the competition." Jennie also sits on multiple advisory boards (including the Personal Trainer Hall of Fame, and Mueller College Personal Trainer School), and is also a licensing instructor for the National Association of Sports Nutrition, where she teaches seminars and licenses Personal Trainers and Coaches in Sports Nutrition. She's a sought-after public speaker, and teaches at fitness conventions. It's an impressive resume.



So what can we learn from Jennie's focus and success? "I have never stopped seeking out the best support," she told us. "No matter how long I've been training or been in business, I have never been without a coach. Coaches, mentors and expert support are invaluable. I truly believe that there is always someone out there who is better at what you want to do. We never know all the answers. Ongoing development is absolutely key to growth in business, training, sport, nutrition and all areas of life."

Here is a top fitness professional, one of the most successful women in the industry, who has succeeded in the tough world of figure competitions and placed 6th in the world at Strongwoman. Yet she is smart and humble enough to know that there's always more to learn. Is this something all trainers should heed? We think it is. Female trainers like Jennie seem to have the innate understanding that there's little value in trying to go it alone. Even when you're near the top, support and networking have immense benefits for you, for others, and for your clients. "To succeed in this industry, you need to be committed to serving your clients at the highest level," Jennie told us.

We asked for her advice for male and female trainers looking for the key to working with women clients. "Don't jam your clients into a program that's not the right fit for them," she said. "That won't serve either of you. It won't get them the best results, and it won't help you build a credible and lasting fitness business. To be successful, you've got to be able to get results. Dave DePew taught me that way back at the beginning." Jennie advises in-depth client analysis from the very first session. Analyse where your client is at, not where they want to

be or where you want them to get to. Dig deep and delve into their mindset, nutrition and habits. Ask for honest answers about their home, family and work environments, sleeping patterns and social habits. This is all just as important as doing your professional job regarding their nutrients requirements and exercise levels. "You can only guide your client on the path to success once you have all the answers to those details about their life outside of the gym," said Jennie.

And it's about more than just asking the right questions. Here's something else we can all learn from women in the industry: those important skills of listening, caring, nurturing and empathy. "Don't just ask questions. Really take the time to pay attention to what they're actually telling you. Your goal is to get to the story behind the needs. What are their motivating factors?" This is something male trainers might need to work a little harder at. Women tend to be more naturally adept at listening and communicating. So take Jennie's cue and ask, listen, pause, and then come back with a considered response which will help you move the client relationship forward to lasting success. It's worth it, for the health of your client and your business!

"One thing I've observed about women in this industry is that they want support," said Jennie. "Sure, they want a workout program and diet sheet. But they're really looking for much more than that. They want a community, structure and support. They rarely want to just be told what to do so they can go away and work on it alone. Women seek out the reasons behind the program, they want to understand why. And they really need to know their trainer has their back."

Jennie has some great advice for trainers working with women. It's she's been using with her own female clients, and she's happy to share the idea with you. "I use an idea Success Sundays," she revealed. "Your readers call implement this in their business really easily, whether they work out of a gym or studio, run classes or work online. Set up a weekly conference call with all your clients (I do it on a Sunday). Invite everyone onto the call, and let them share that week's successes and challenges. Host a Q&A, and share your own ups and downs too. It creates an incredible sense of community which really appeals to female clients. They hear that they're not alone, they feel part of a tribe, and it fires them up for a successful week ahead. And it really strengthens your own credibility as a coach, too. It's a great branding exercise." It's no surprise that Jennie has made such a success of Valkyrie Athletics.

There's lots we can all learn from the most dynamic female entrepreneurs in our crowded, fast-paced industry. So we asked her for some final pieces of advice about creating a sustainable fitness business.

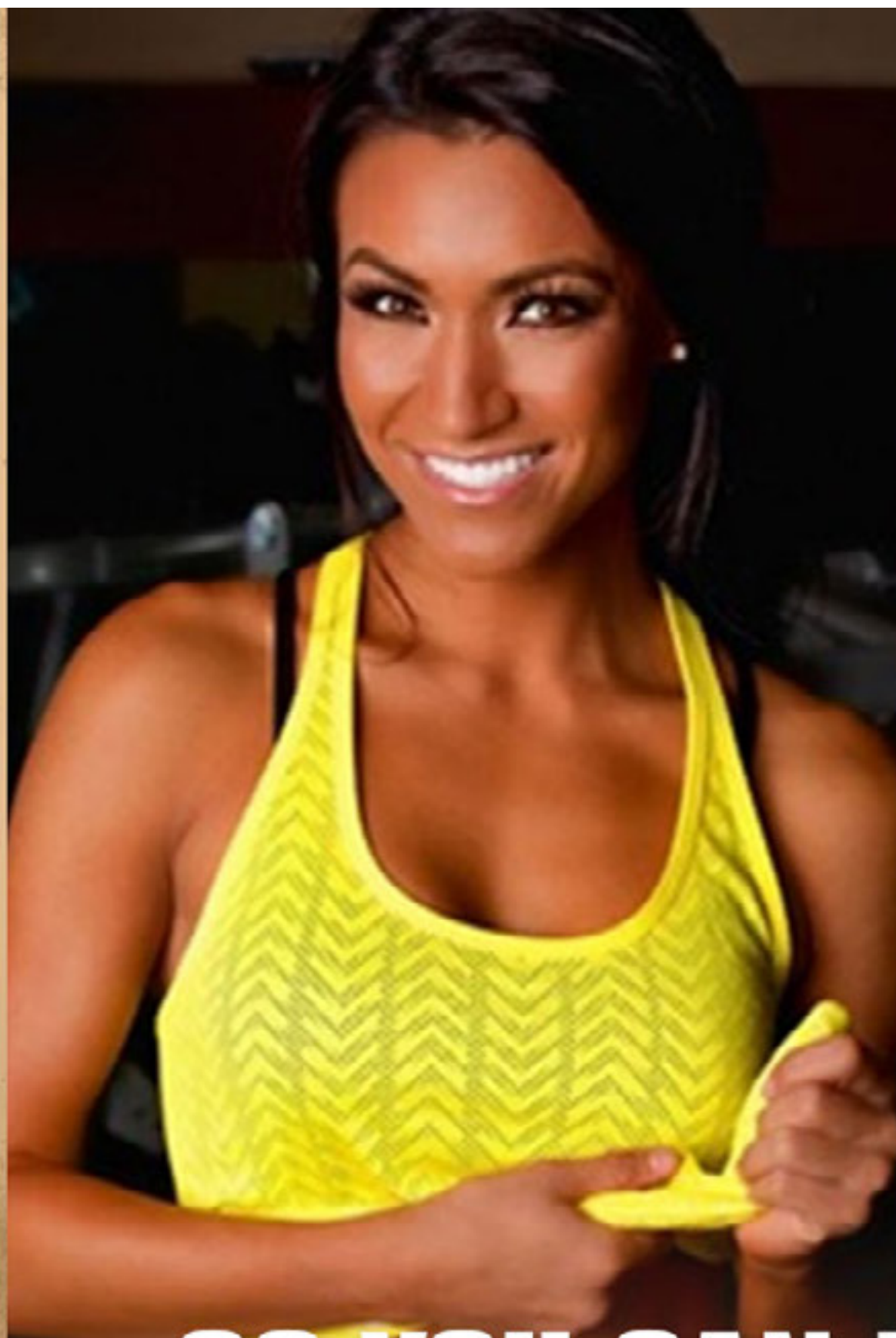
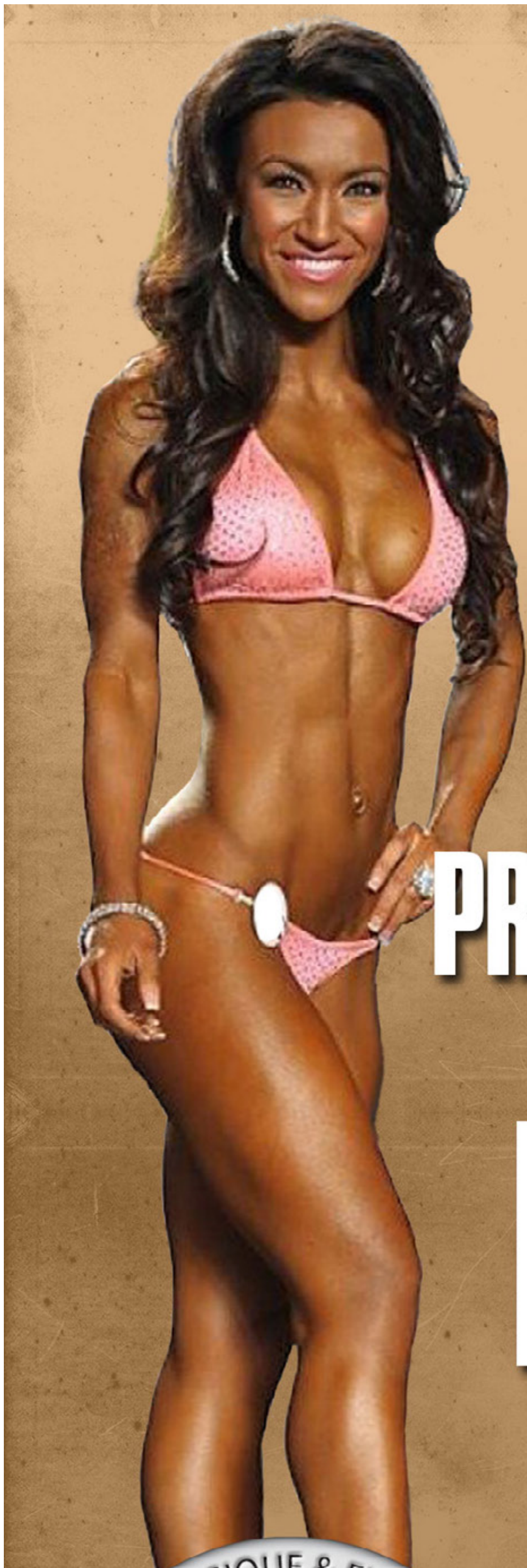
"Don't feel you have to do this all by yourself," she said. "The Lone Wolf approach isn't a helpful mindset for the successful fitness entrepreneur. Learn from the women in the industry, and see the value of community and support. Refer openly and freely. Support and nurture others, and you'll get it back tenfold. Make the most of the networking and group support our incredible industry has to offer. We are all in this together, so let's nurture each other's businesses. That way, we all win."

"Don't feel you have to do this all by yourself... The Lone Wolf approach isn't a helpful mindset for the successful fitness entrepreneur."

Learn from the women in the industry, and see the value of community and support. Refer openly and freely."



With Client Carla Marie Benson, competitive in Figure and CrossFit.



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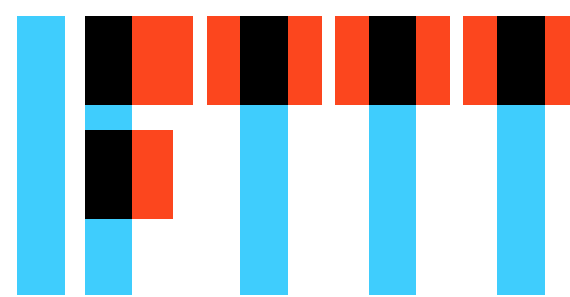
How Strategizing Your Daily Workload
Makes You a More Successful Fitness
Trainer



PLAN
YOUR
DAY



Psyched: WORK HACKS



At the point when that clock strikes 8pm, I cringe if I'm still cramming those last few tasks in before heading home. This scenario can cause a week's worth in nasty ripple effects for fitness trainers, because we practically run our businesses on our ability to maintain an uncommonly high level of charisma. That's often what inspires our clients to fight harder, dig deeper and stick to the plan -and it's largely what drove them to us in the first place. If we're not beaming at 100%, then we can lose more than just our morale over a long timeline.

But around this time last year, I came to an interesting realization when I did the math. I noticed that my last few tasks of the day tend to take twice as long, as they did around noon. After researching what specifically was the deal (beyond the obvious brain fatigue-factor), I arrived at my answer: cognitive load.

And more than a few studies have found that an abnormally heavy cognitive load "...typically creates error or some kind of interference in the task at hand". Ultimately, when you attempt to slam through a 12-hour workday, the cognitive load becomes debilitating, then you lose efficiency. At which point, you end up wasting time, working ineffectively (when you could be effectively catching up on rest).

That's why workload management is so important, and I've found that the less you plan on doing for tomorrow's task list -the more you end up accomplishing by the end of the week. If leveraged, however, this principle can turn into an extremely powerful 'work hack', because you're now harnessing the power of human work psychology to your ultimate advantage. Here's how it's done...

3 Tips to Knocking Every Workday ...Out of the Park.

The act of 'doing less to do more' is what Psychology Today calls, the diminish strategy. Basically, if you give yourself less to do, then you'll be able to handle the workload in the most efficient manner possible. But first, you'll need to ask yourself a few questions:

The diminish strategy pares work back to its core to reduce the effort required, without losing the essential elements that are adding value. To diminish work, ask questions such as: "What are you trying to achieve?" What is the most important part of this?" How could we make this more manageable?"

Thus, what you want to do is prioritize your workload, isolate your high-importance tasks (such as client sessions and time-sensitive items on the list), and determine just how much you think you CAN do at the absolute maximum level of productivity.



3 tips to make sure that the 80% you do successfully accomplish will not be affected by your 'cognitive load fatigue'. Master these tips, and your day becomes easier and shorter, while getting more done in the process.

Psyched:continued

Then, upon understanding that you'll most likely accomplish 70-80% of that workload (since there tends to be variables, which will usually get in the way of productivity), my recommendation is to shave 20% off your list -and save those items for the next available day.

However, prior to that, here are 3 tips to make sure that the 80% you do successfully accomplish will not be affected by your 'cognitive load fatigue'. Master these tips, and your day becomes easier and shorter, while getting more done in the process.

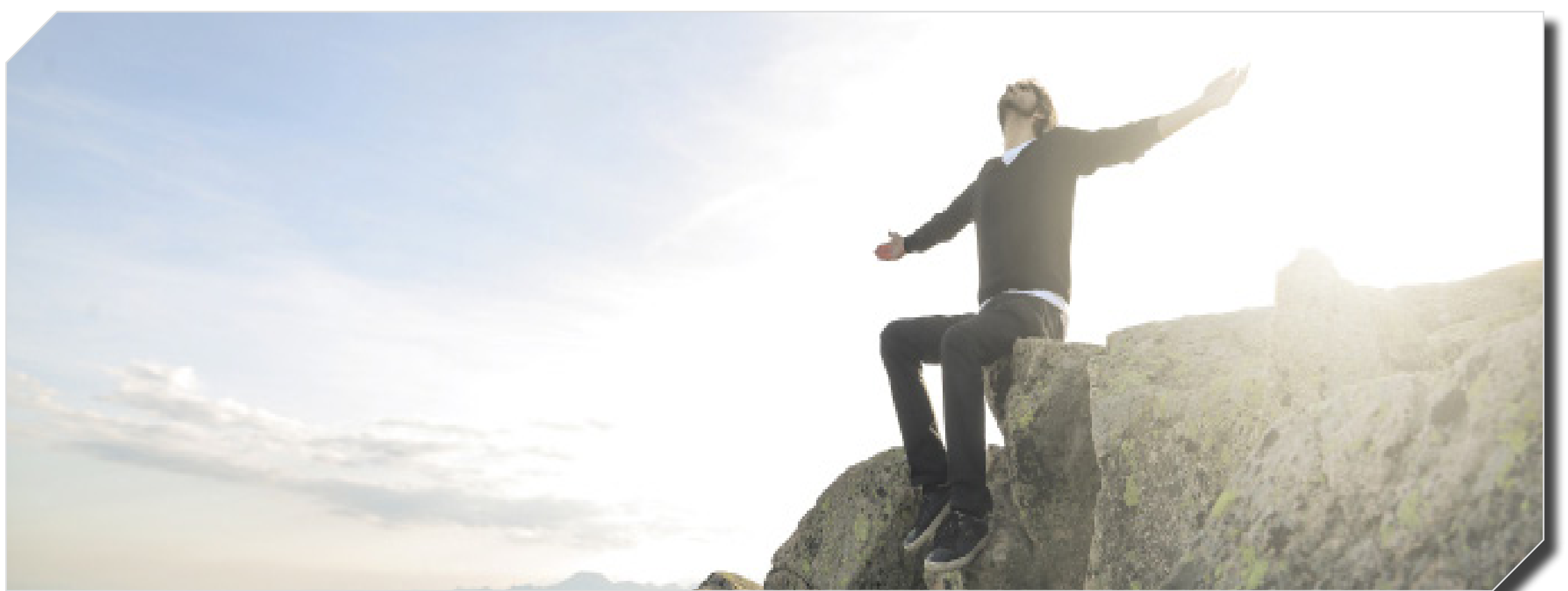
#1 - Clear the (Mental) Clutter

As I discussed in last quarter's issue of Personal Trainer Magazine, multitasking is not only a myth (because it's basically just rapid-fire task switching) -but attempting to do so DOES NOT increase productivity. Instead, it's a great way to place a sturdy pair of shackles on your overall daily output. And I'm not the only thought leader, telling readers to clear the mental clutter. In fact, a blog post from Organized Productivity even says, You will also need to eliminate as many distractions as possible. I say as many as possible

because there might be some you can't very well do anything about, such as office meetings. However, others like email checking, social media strolling, unnecessary chats with colleagues and so on are totally under your control and you should eliminate them as much as possible.

#2 - Automate and Delegate Where Possible

Next, it's important to remember that if YOU don't necessarily have to complete a task, then don't. Delegating certain tasks that are either mundane (anybody can do them) or skill-specific (requiring high and above-average mental energy on your part) to a virtual assistant or freelancer



Give yourself 2-3 chunks of time in your day, committed to answering emails, chatting, and other necessary correspondence-n'-whatnot ...and concentrate the rest on your tasks. That way, you won't be wasting precious brain energy on costly 'multitasking'.

could be your ticket. Especially if you're not necessarily experienced in creating, say, infographics or writing code, then that might just be a job that will actually cost you more to attempt over the course of the project.



Psyched: Work Hacks



So, figure out how much you make per hour (A), and then come to a logistically accurate number on how many hours that the task is going to take you to complete (B). And if 'B' comes to a higher cost than 'A', then there's your answer ...this is a job for somebody else, and your time is worth more with a client in the gym. Also, there are more than a few firms that have experienced massively powerful results by technically 'automating' certain items of their usual workload -one of which, a healthcare company, experienced an 80% efficiency boost from doing just that.

Here are 2 absolutely stellar services that are fantastic for automation of mundane and time-consuming tasks ...like social media posting, updating calendars, etc...

- IFTTT (Free)
- Zapier (Paid)

These two services can connect apps, triggering certain actions to trip automatically, so that you don't have to spend time doing it yourself. I'd say that there's easily a good 30 minutes-a-day saved in those apps alone.

#3 - WORK HACK: Use the Clock to Your Advantage

The moment I discovered this -my work habits and routines were revolutionized. I'm talking about Parkinson's Law, which according to Lifehack.org's Joel Falconer...

Parkinson's Law – work expands to fill the time available for its completion – means that if you give yourself a week to complete a two hour task, then (psychologically speaking) the task will increase in complexity and become more daunting so as to fill that week.

Go ahead. Give that paragraph another glance...Now here's where this gets interesting and uncommonly handy. If you don't give yourself all day or week to accomplish something, then your brain will automatically need to complete the task in your set timeframe -and to the appropriated level of quality that corresponds to it. That's why the act of breaking up your schedule's workload will increase your efficiency by working with your own psychological implementation of Parkinson's Law. So, to break that down again:

Give yourself all week to do something, and you'll have a week's worth of work to do.

Give yourself all day to do that thing, and you'll have a day's worth of work to do.

Give yourself 3 hours, and you'll be done by lunch.

Psyched: continued

Atlas's Forklift

Parkinson's Law is the reason why you should keep your projected need for quality in mind when setting up tomorrow's workload, and especially when you draft your regular schedule. In addition, it's important to ensure that you're aware of your own limits, paces, and ability to handle cognitive load as well.

**...multitasking is
a myth it DOES
NOT increase
productivity**

If you setup your schedule strategically with psychological factors in mind, then you'll feel like you've given yourself a forklift when the whole world seems to be on your shoulders -so long as you keep distractions at a minimum, automation at its max, and your daily schedule planned with less to do (and not more). And after a week's worth of getting more done than you had planned, your high charisma will be simply irresistible to your fitness clients.





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Brand Continuity: Why you must be consistent EVERYWHERE



BRAND CONTINUITY... REPEAT, REPEAT...



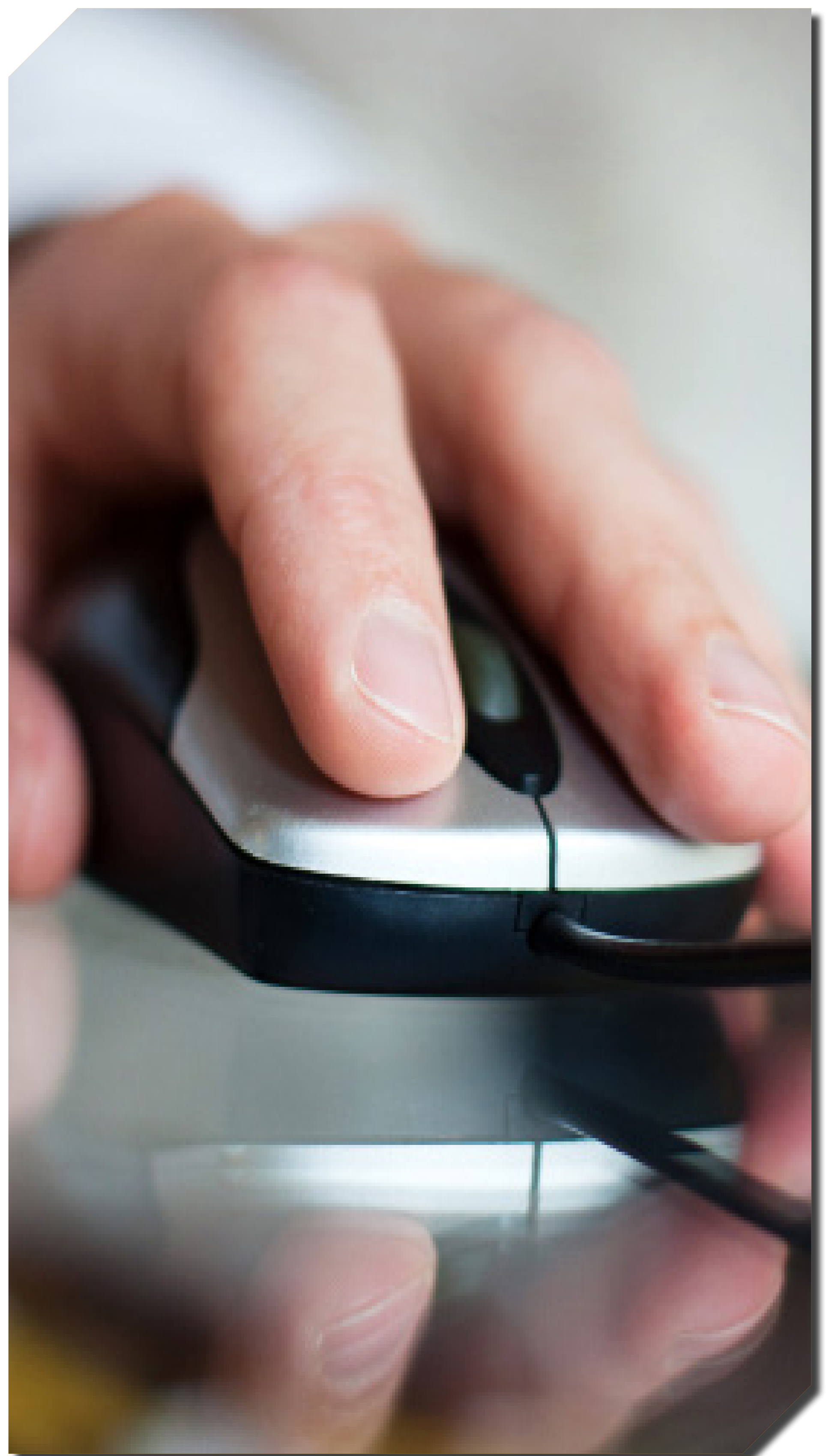
So what is it about brand continuity that could make or break your own fitness pro brand?

Your personal fitness business's branding goes beyond just your company logo, your website, and including your daily interactions with clients in your gym. It's far more expansive and comprehensive, weaving a common thread throughout your blog, brochures, online store, and even the signature at the end of your emails. In fact, you could say that a company with truly effective branding maintains a consistent feeling, style, and tone with anything upon which that business stamps its ownership. Ineffective branding, on the other hand, might not only have issues with creating a professional look and style that's crafted to meet the needs of its target market -but an ineffectively branded business will also have problems achieving continuity throughout its marketing, products, and services overall.

At the end of the day, this principle becomes supremely evident where human nature and market competition collide. And quite frankly, if this collision isn't taking place with your business ...then you're probably not in business to begin with.

Brand Credibility Is Gold In the Fitness Business

There's a very good reason why a company like BP 'shelled out' (pun intended) a whopping \$211 MILLION on their logo in 2008. While some companies, like Coca-Cola, can get away with getting logo lucky over the last several decades -most other major corporations have to pay focus groups, brand psychology gurus, and various upper level Fortune 500-type thinkers to come up with an image that will cement their brand in the minds of consumers worldwide. Yet still, it's only a moneymaker if the brand's logo successfully achieves look/style/emotional continuity with the brand itself, because that's an absolute necessity for the company to achieve any credibility worth remembering in the first place.



Brand Continuity: continued

So if your fitness business is successful in keeping its branding continuity in check, then your own unique advantage is that you're running a regionally-based company that's competing against other regionally-based trainers. Not only does this have a limiting effect on how much competition that you'll ultimately have to deal with, but the other local trainers will likely not have given the same due diligence to branding continuity, as you have (which does tends to be the case, from what I've seen over the years).

The point is, if you're consistent, then you've got credibility. If you've got credibility, then you're going to stick out like a sore thumb in a very small group of non-sore thumbs ...and in a very good way for you, I might add.

SELL IT: Consistency Is Remembered

However, I should also say that if a company does NOT have satisfactory branding continuity, then no matter how much money was spent on developing a logo -that image will be completely stripped of its power. Unless the company is successful on achieving a state of total continuity that seamlessly matches the logo (or main icon/theme) itself, then the marketing scheme house of cards comes crashing down in a hurry. According to Greg Scheetz of BeWade.com:

"So why is continuity important here? Keeping your image consistent will make your materials effective and memorable—and most importantly, increase customer recognition. If you are successfully branding your organization with consistency, customers will be able to recognize your look."

It is true that your branding does extend far beyond your logo (as previously mentioned), but your logo is a major, foundational part of it; and this image will often come to define how the rest of the brand will ultimately look and feel. The key here is that logos are important, because they're like psychological memory cues for consumers, helping them recall your brand at the exact moment when they need it -and for fitness pros like us- that too is a goldmine. But that also shows just how critically a business needs to stick tightly to strict branding continuity standards. This factor is also precisely why Sharon Michaels of Forbes says that branding consistency is

extremely critical (and obvious), especially when it comes to personal brands, like fitness trainers and freelancers:

"This tip seems obvious but is often overlooked. Be consistent in your branding. Use the same photo and logo on your blog, e-signature, newsletter banner and all other forms of Internet communication. It's one additional way you'll be instantly recognizable to your target market."

Folks, your efforts in implementing successful branding continuity goes way beyond doing so for the express purpose of keeping the business's marketing materials looking tidy. This is about making sure that you're not sending mixed signals to your current and potential clientele... Because businesses that send mixed signals are quickly forgotten in an ad-noisy marketplace where there's no shortage of companies that don't struggle with branding continuity problems.



Established Businesses Cultivate Client Trust

Now here's the other problem with sending mixed signals to consumers...Not only are these signals bound to be quickly and conclusively forgotten, but this is also going to put a strain on your ability to cultivate trust in your target market. This principle actually comes from the same root reason, as to why companies like Burger King and McDonald's became the gargantuan mammoths that they are today -figuratively speaking, of course. Sure, chances are that if you have ever purchased a 'meal' from either of these two companies, somewhere off a random highway exit, then you've probably endured the old "...What!? I didn't order pickles!"-debacle. Nevertheless, it's not like you were absolutely flabbergasted when this occurred. Why? Believe it or not, branding consistency is to blame...

I'm going to take a wild guess and say that this wasn't the first time that you've found pickles on your quarter-pounder, and it wasn't the last

either. At the end of the day, people tend to hit up 'The King' and 'Mickey-D's' because they know what to expect -even if they might still expect the occasional botched meal- and these franchises are well aware of this fact. This is precisely why Geoffrey James of Inc.com writes,

"A customer's ability to trust you is dependent upon showing the customer that your behavior is consistent and persistent over time. When a customer can predict your behavior, that customer is more likely to trust you."

Thus, it's no wonder why McDonald's will sell 75 hamburgers every second, and feeding 68 million people a day -equivalent to the population of Great Britain. What Message Is Your Personal Brand Sending? I'm NOT saying that I'm necessarily thrilled about the most recent aforementioned statistics on our double-arch-logo-laden fast food empire, especially since they're not exactly helping abate the new global obesity pandemic. I AM saying, however, that this Big Mac empire was able to consolidate such a historically massive measure of market control, because they undoubtedly understood how to apply meticulously thorough branding continuity throughout their franchises -even successfully doing so, across national/continental borders. In fact, this is one company in particular that hasn't exactly held a positive reputation throughout the world for offering the most nutritious meals on that giant backlit menu of theirs.

Yet still, their customer 'trust and loyalty'-reflex is so strong that they were effortlessly able to rise above even the harshest of indictments -from news articles to documentaries. But what does this tell us? Simple: branding continuity holds massive power, establishes trust, solidifies credibility, and increases memorability among consumers.

if you were to apply these same continuity principles to your own personal fitness pro branding within your own regional turf, then it's only going to add tremendous leverage to the current effectiveness of your own marketing efforts. And if there were ever a time when the world needed super-brand-savvy fitness trainers -then this would be it.

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Q&A

Kelli Calabrese



For over two decades Kelli Calabrese has been an expert at providing those seeking wellness with programs to makeover their bodies and their thinking. Kelli is an award winning professional who has appeared on CBS, NBC, Fox and other media outlets to provide consumers with the tools for living a life of fitness, wellness and abundance..



“ I simply was blown away by the results of my clients with this nutritional superfood system.”

I sat down with Kelli for a quick QandA to see how she is changing lives ...

Kelli: Thanks for inviting me to contribute John. I'm always so excited to share with Fitness pros, coaches and trainers about how to engage more clients, achieve better results, be better personally and enjoy the process.

John: So Kel, you are known as a trainer to the trainer, clinical exercise physiologist,

health club owner among other things. In recent years you have redirected your time to primarily focusing on nutrition. Why the shift?

Kelli: John it was actually at a conference that you and I hosted about four years ago in Dallas that was very enlightening to me. I asked a group of over 200 top fitness pros and coaches what percentage of their clients results were connected to nutrition.

Kelli Calabrese TALKS continued....

A grand majority of the room agreed that it was 80% or greater. That is when I asked the group why nutrition didn't represent 85% of their income. I'm not suggesting anyone give up training or other related income streams. Everyone I know needs to eat and no one would argue that our food supply is devoid of nutrition and even toxic. At the time of this conference I had spent 24 years tirelessly speaking to people about nutrition, grocery shopping, healthy cooking and lifestyle habits. They were still falling short of an excellent result. The proof is in the implementation of a superior nutrition system that was designed to produce a result including releasing toxic fat, improving energy and performance, and even reversing the aging process. I simply was blown away by the results of my clients with this nutritional superfood system. Previously they were very compliant to clean eating and turning in food journals yet optimal results were alluding them. With nutritional superfood supplementation the results were un-

questionable.

John: What were some of the results that you were seeing with your clients?
Kelli: Within the first week people were noticing a difference in their energy, improvements in sleep, better mental clarity, enhanced digestion, bloatedness was reduced, inches were gone, inflammation was minimized and their body composition was changing. They were recovering faster from workouts and were able to increase intensity quicker. By the end of the first 30 days the average woman was releasing 12 pounds and men up to 15. I can tell you that with over 8,000 people on my team almost 5 years later, that 95% of those people keep the weight off off and continue to improve.

John: I know you're not one to except anecdotal results. Is there research to back up the results you've seen with your clients?

Kelli: John I was slow and skeptical to say yes and except this as truth. I flew out to Phoenix which is where the headquarters is of our nutrition company.



I met the owners who each have 35 years experience in nutrition and running a multibillion dollar company. I met the master nutrition formulators, I meat the leaders, the people who had lost 100 pounds, Olympic athletes who rely on these products, and the people who are earning millions of dollars sharing these products. I left absolutely convinced in the integrity of this company and quality of these products.

To answer your question about science, yes, there are three independent studies done comparing our nutritional system to a heart healthy diet. Over a 12 month period people who used our nutritional super foods lost four times more fat, had four times greater increase in lean muscle mass, two times faster metabolism and released three times more toxins than a typical

Mediterranean-style diet. The first 11 weeks the average weight loss was 24 pounds, there was an average of 17% decrease in body fat, a 33% decrease in visceral fat, a 9% increase in lean muscle mass and a 44% increase in toxins released. Also note this was a non-exercise group. I found that very impressive. Dr. Paul Arciero is the director of human nutrition and metabolism at the department of health and exercise sciences at Skidmore College in New York. He is a 30 year metabolism researcher and he's also a triathlete and Yogi. We are about to release the results on our energy and performance line and in some instances the athletes using our nutritional products had between a 27% up to 50% improvement in markers of athleticism. The results will be available in a few months.

John: So the results that clients can expect our proven. And it's my understanding that there is a 100% moneyback guarantee on all products so that's a win-win. What have some of the coaches and trainers been saying about these nutrition solutions? Kelli: Let's face it, many trainers and fitness pros are exhausted. They work long hours, bear the burden of their clients drama, may put their own workouts on the back burner, feel the stress of managing family and personal life due to being at the mercy of client schedules, and overall would admit they are pretty exhausted. It's a challenge for them to find healthy, convenient, and affordable meals and snacks. The burnout rate is also high in this field. When trainers get these products in their body they instantly notice their immunity is boosted, the stress in their body is reduced, they recover faster from workouts, they start to put on lean muscle faster, and they begin to shed any excess fat. They get excited about their own personal results as well as watching clients transform. When you see the list of professional, Olympic, MMA, figure, bodybuilder, and other athletes who use these products with no paid endorsement we can't help but agree with the notion that these products are superior in effectiveness.

John: What can people expect in terms of a financial reward for sharing these nutrition systems? Kelli: Just like we don't make any medical claims we do not make any financial claims however I can confidently help fitness professionals earn \$5,000 in the first five weeks sharing these products with 10 of their clients, other trainers or anyone who they know who wants to release fat and toxins, improve energy and performance, age more youthful and create more wealth. Fitness professionals and coaches are absolutely the perfect storm for this business model. In fact as one of their top achievers I was recently at an awards ceremony where they honored the top 10 people who earned the most income in the bonus pools. Seven of the 10 were in the fitness, martial arts, or other allied health professions. Their bonus earnings ranged from \$53,000 to a \$353,000 annual bonus. That is on top of regular commissions. Our company is announcing one new millionaire every week this year. We are on track for \$1 billion in annual sales. We had a 34% increase over last year. We have over 30 people who annually on seven figures. We also have a heart for the younger generation with over 43,000 people in our company under the age of 35. There are over 500,000 people and

14 countries using these products and we are only just beginning. We have helped over 400 people lose 100 pounds and keep it off. Looking at the trillion dollar health, wellness, weight loss, fitness and sporting good industries there's no question that our clients are seeking solutions and they are spending money.

John: Trainers are already busy. How can they fit this into their lives? Kelli: The great news is that this is A natural extension of any fitness professionals business. This business is built in the pockets of your life as a trainer. As you go about your day talking to clients in the topic of fat loss, physique, building muscle, recovery, youthful aging, nutritious food, convenient meals, and supplementation are just some of the topics that will organically or strategically arise. It is a perfect opportunity to suggest nutritional super foods as a solution. Our company pays very well for referrals. We get paid daily, weekly, monthly, quarterly, and holiday pay. They intentionally want you to get paid quickly up front because they know people are in need of residual income.

“This
business
is built
in the
pockets
of your
life as a
trainer”



John: why should trainers consider this nutritional system over all of the others out there? Kelli: Our company is the world leader in nutritional cleansing. We have 25 full-time world-class researchers who are given the directive of no compromise ingredients. We have 55 products in our product line and counting. Our proprietary products are designed to work together in the system to produce a result. Clients can get their product delivered right to their door conveniently and affordably. Trainers have a low risk to get started, do not need to inventory, and everything is taken care of for them including their website, customer service, videos, marketing materials, back office and more. All of the products come with a 100% moneyback guarantee. The products come with the support and coaching that clients need for success. All of our products are gluten-free, not genetically modified, and are soy free. We also have vegan, kosher, and Halal approved products. Our products are low glycemic, a good source of fiber, and loaded with a combination of vitamins, minerals, botanicals, adaptogens and essential oils. We also have a complete product line so people can get everything from Omega's to certified meal replacements, kids vitamins, natural skincare, DNA strengthening

supplements, energy drinks, recovery drinks, snacks and much more.

John: How has this nutritional solution help some of the trainers on your team? Kelli: I have several trainers who are earning six figures. I also have many who have cut back on clients, classes and early commitments. They are loving the residual income knowing that they are no longer trading time for money or a slave to their client schedule. I also love the ability to offer their clients a proven nutrition solution that works. Personally they love having superior nutrition that not only pays for itself but is profitable. I love the results that they see in their own physiques and performance. They also love connecting with a group of like minded, positive people. Finally they love that all of the training and tools are available to them for free.

John: How can fitness professionals, coaches, trainers, martial arts instructors and really anyone get started? Kelli: John the company that I've been talking about is called Isagenix. You and I have been using and sharing these products for almost 5 years now. We are serious about building and supporting a team and literally changing hundreds of thousands of

lives. To get started you very simply set up an account at www.JohnSpencerEllis.Isagenix.com. To set up a business account choose associate on AutoShip. I would highly recommend the business builders pack for anyone who is serious about jumping in with both feet and running to the top quickly and transforming lives and earning extraordinary income. My second suggestion would be the presidents pack and finally our simple get started pack for cleansing and fat burning or energy and performance.

John: Thanks. any final words Kel? Kelli: I am 100% committed to coaching and mentoring anyone who joins our Isagenix team. I will meet them halfway and ensuring their success. I will help them succeed as quickly as they want to. Finally I encourage everyone to lead with deep intention, bold faith, and generous love.

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WINNING!

Unleash Your
Incredible Potential
Through the Power of
Positivity



**Keeping your morale in check
is a matter of repetition,
affirmation, and realignment to
your overall dreams.**

Especially within the first five years in any startup business, things can be pretty tough at times. Perhaps the biggest reason why this is the case is due to the inherent nature of business itself: it's the uncertainty embedded within the unknown outcome of our massive expenses of time and energy, hopes and dreams. As a fitness entrepreneur, it might feel like you've got a great deal of work ahead of you. Between marketing, branding, logistics, and even working with clients, you might find yourself asking questions like, "Am I cut out for this business?", and "Can this actually work?"

If so, then I'd like to take a moment and offer a bit of encouragement. I wouldn't even be writing these posts if I were skeptical of your ability to succeed. I've discovered that primary differentiator between a success and a failure is that of mindset, and this is most often reflected in how patient we are with our own progress. But here's the secret that science and the medical communities are quickly beginning to uncover when it comes to our capacity to accomplish our life's larger goals (such as growing a business): a person's hidden potential is unleashed through the power of positivity and self-empowerment ...whereas this potential is shackled by negative thoughts of self-doubt and fear. Here's why this is the case.

Why Positivity Is Active ...and Negativity Gets You Nowhere

This actually comes down a logical conclusion, because when you think about it, every single structure, building, device, and piece of art was originated first, in thought. It's why Robin S. Sharma once said, "Everything is created twice, first in the mind and then in reality." So, it makes sense that if everything, including your fitness business, was created twice -then the demeanor of your thoughts that are associated with your creation will influence the resulting health of the thing, once initially created. This is made evident in the nature of positive and negative thought processes, because growth is, essentially, life in motion. That's why...

- Positivity puts things in motion in a predefined and favorable direction.
- Negativity either stands still (when it should move) or runs for cover (without a plan)

So here are 4 steps to harnessing the power of positivity in your fitness business, because this favorable force truly is the secret to its growth and ultimate success.....

#1 Figure Out EXACTLY

What You Want (Goals)

What made Steve Jobs, not only one of the most celebrated Silicon Valley billionaires in history, but also an icon of charismatic thought leadership in the tech and entrepreneur communities? Well, first off, he had an idea that he fell in love with and just went for it. His vision wasn't based on focus groups and market research. Instead, it was based on his aspiration to build a thing that would provide value to Apple users, worldwide:

"We think the Mac will sell zillions, but we didn't build the Mac for anybody else. We built it for ourselves. We were the group of people who were going to judge whether it was great or not. We weren't going to go out and do market research. We just wanted to build the best thing we could build." -Steve Jobs

What maintained his drive wasn't rooted in some standard of work ethic or need to impress or appease others. His foundation, what built Apple, was the fact that Jobs had a vision that even his many critics couldn't dissuade him from feeling excited about and committed to.

So, what are the specific rewards that you would like to reap from your fitness business? Do you want to spend more time with your family, grow wealth, or have more freedom in your life? Whatever it is, make sure you keep this in perspective, because this is where your own mini positive energy reactor core is located.

#2 Imagine EXACTLY What That Looks Like (Visualize)

Let's get specific...I'm talking, so specific that you can actually see your success, growth, and major leaps forward happening months or years before they actually take place. As I said before,

nothing of substance is created without having been preceded by its mental inception within the imagination of its creator. Even the well established thought-leadership among the entrepreneur community is beginning to discover just how powerful visualization happens to be.

For instance, Laura Vanderkam of Fast Company discussed how to harness this power, stressful moments preceding those specific major moments of progress,

"See yourself being optimistic, smiling, shaking hands with everyone, and looking everyone in the eye." Whatever else happens, you are in control of those actions, so picturing yourself reacting that way will help you stay calm."

Her main point, however, is that you should envision those situational aspects, which are truly within your control -and in doing so, you will see more consistent, immediate results. Yet still, I will say that the more you do this, the more you'll realize how you already possessed more influential power, than you might have previously imagined.

The key is to visualize success, empathize with the feelings that it will bring, and be patient with its unfolding. It's really only a matter of time. So, feel free to acknowledge your vision, set it free, and keep moving forward steadily ...so long as you do not stop.

#3 Nurture, Affirm, and Repeat (Focus)

One of the biggest reasons why positivity has a way of setting you up for success, is the fact that it actually makes you more attractive -and it will even make you more effective. Especially in the fitness business, your positivity will actually influence client fitness results. That's why WebMD's Brunilda Nazario, MD. discussed a study on athletes, saying...

"The athletes who fed upbeat thoughts to their brains improved more than those who didn't."

They also had fewer interfering thoughts and were able to focus more on what they were learning."

Not only were these athletes more upbeat under the influence of positive thinking, but they WEREN'T shackled down by 'interfering thoughts'. This is why doing these three things will help you keep your focus...

1. Nurture your vision and remember what it looks like at least twice a day.
2. Affirm your ability to attain that vision and realize it, just like Dr. Nazario's aforementioned athletes.
3. Rinse and repeat every day before heading in to the office.

Keeping your morale in check is a matter of repetition, affirmation, and realignment to your overall dreams.

Mumbo Jumbo or TRUTH? ...Yes.

They say that if you think you can, or if you think you can't -then you're right. Sure, we can look at these ideas as total hogwashy mumbo jumbo, but at the end of the day, it comes down to a matter of identity. Since thoughts become things, then your thoughts about yourself (and those of your fitness business) will be reflected in your life's overall circumstances.

So, if you feel like the ultimate influencer and judge over your happiness and success are the result of the circumstances that have been forced upon you, then you will live a life at its mercy and accepting your disempowerment.

However, If you feel empowered to the point where you're mental attitudes can influence the world around you, including your fitness business ...then this positivity is going to advantageously alter even your subconscious behaviours and perceptions (especially how others perceive you). In this case, success is only a matter of time. And that's why positivity assists and facilitates growth in motion, as you patiently await the fruits of all your hard work.

FINALLY YOU WILL HAVE THE **SKILLS & CREDENTIALS** TO GUIDE YOUR CLIENTS THROUGH LIFE'S **CHALLENGES**



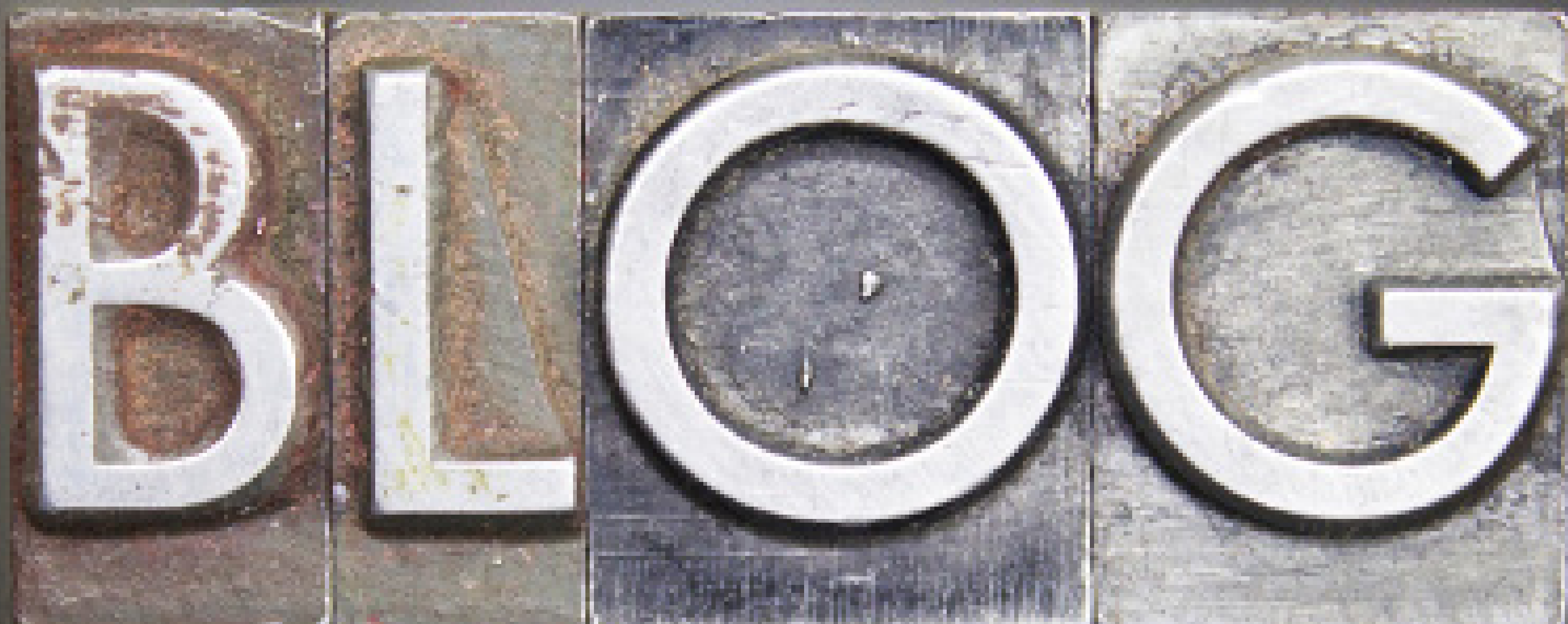
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KILLER BLOG POSTS: Get noticed

As a wellness coach, you're constantly working to get prospects and clients to subscribe to your email list, engage with you on social media, and read your blog posts.

But even if you're the greatest writer in the world, your blog posts can tank if they don't have dynamic, attention-grabbing blog post titles.

We've demystified the title-creation process into 7 easy steps. This simple formula will help you craft blog post titles that get shared and clicked more than ever before, all the while helping you get more coaching and training clients for your business.

1. Get Hyper-Specific

At your gym, you wouldn't tell your coaching clients to just "go do some exercises", would you? Of course not! Instead, you'd give them specific tasks to accomplish, i.e. 30 crunches, 3 sets of 10 push-ups, etc. The same goes for blog post titles. I recently saw a blog post title that was so vague, I couldn't even tell what the post was about by reading it:

"How to Reinvent Yourself." This is a perfect example of what not to do when writing blog post titles. I had no clue from reading it why I'd want to reinvent myself, what that reinvention would look like, or whether this post was related to business, spirituality, self-help, or starting a restaurant! Here's how to make this bland excuse for a title pop:

"How to Reinvent Yourself as an Entrepreneur Using our 3-step System."



KILLER BLOGS: continued



“How to Reinvent Yourself as an Entrepreneur Using our 3-step System.”

Ahhhh, now we know what the blog is about, plus we understand the benefits we'll receive by reading the post.

Get Hyper Specific

02▶

Use Relevant Keywords

Great blog posts incorporate SEO

I always get a little sad when I read great blog post titles that have zero SEO.

Titles like....

“This vacation was awesome!” or “Why exercise will make you happy again.”

Great blog post titles incorporate relevant SEO keywords that have been researched beforehand. Slapping a title up there with no keywords makes it really hard for your training and coaching clients to find your content online. Let's take a look at those two titles again, this time with SEO keywords incorporated (keywords italicized).

“5 Must-See Sites on your Awesome Athens Vacation.”

“The 10 Best Workouts to Boost Exercise Endorphins.”

03 ▶



Make a list

You've probably noticed by now that a lot of the examples I've given – plus the title of this post – are in list format, i.e.

"5 Must-See Sites on your Awesome Athens Vacation."

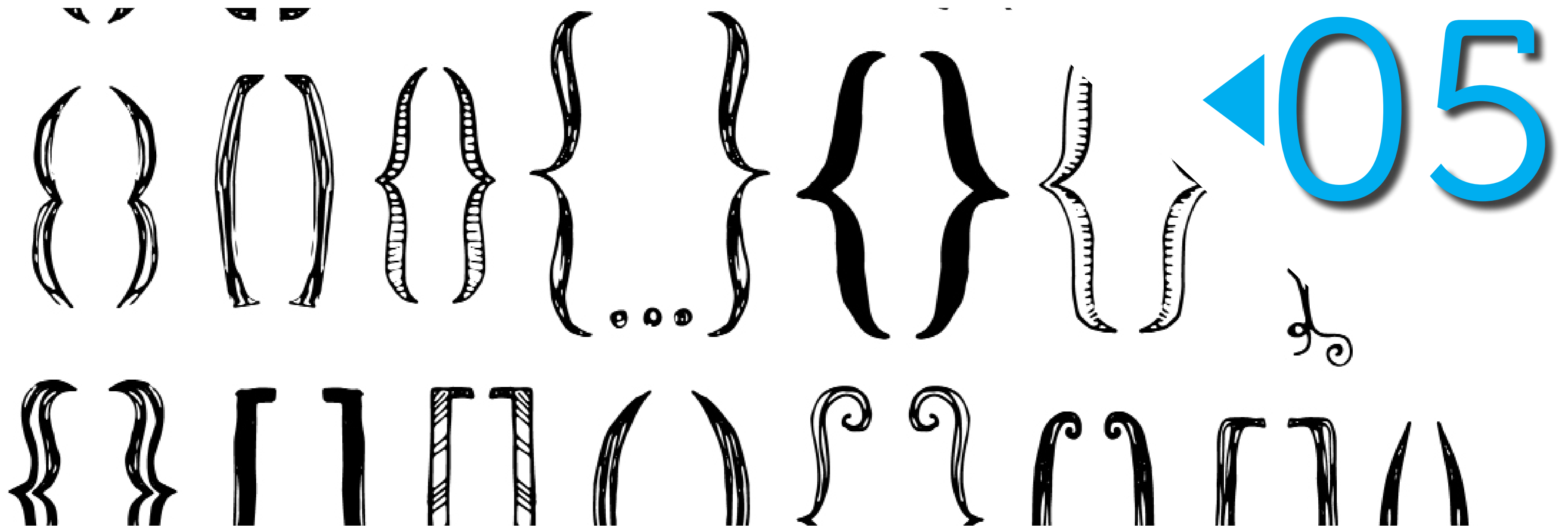
The human brain loves lists. Lists are tangible and manageable. They assure us that we won't be reading a novel, and that we'll walk away from the blog post having digested information we'll remember.



◀ 04

Because you serve your training and coaching clients as a trustworthy teacher and guide, it's crucial to do the same in your blog post titles. You would never book a pilates session with a client, only to surprise them with a swimming class instead, right? Your sessions together are a commitment and it's up to you to deliver on your promise. The same goes for your blog posts. Sure, a title like "How to Make Rich Supermodels Fall in Love With You Today" might get some attention, but unless your post delivers an earth-shattering model-getting formula, your readers will be disappointed. In other words, the title of your blog post should be directly related to the content of your blog post.

Deliver on a Promise



Blog post titles that contain [brackets] convert better than those without, but use them sparingly or those little lines will lose their power. Brackets are great when you have the following types of content available:

"10 Secrets of \$1 Million Wellness Coaches [INFOGRAPHIC]."

"How to Get More Training Clients [WHITEPAPER]."

"7 Mistakes Even Top Coaches Make [PDF]."

Go Bonkers with [Brackets]

06▶



Use Strong Language

You use strong, inspiring language to motivate your clients to succeed. The same should go for your blog post titles. Instead of something wishy-washy like this...

"How You Can Have More Energy."

Spice it up with strong language like this....

"Amp Up Your Energy Levels with our Foolproof Plan."

"Ignite Body and Mind with Endless Energy: A 5-step plan."

Depending on your target market, you can also have fun in your titles by using slang, alliteration, and even curse words.

07

Quick Tip

**"Brevity is the
soul of wit"**

Which blog post would you be most likely to click on?

"Why You Should Always Post to Your Facebook Page Consistently So You Can Build Stronger Relationships With Your Clients."

Or...

"The #1 Way to Increase Engagement on Facebook."

The first title is not only painfully long; it reveals the blog content in its entirety making further reading pointless.

Just like with email subject lines, shorter blog post titles get more shares, clicks, and reads.

Crafting clickable blog post titles is as easy as training clients at your gym. Simply apply our 7-step formula in the same way you'd create a training program for a new client, and watch as your traffic, engagement, and client roster increases.

For more online business tips created just for coaches and trainers, download your **FREE Entrepreneur Jump Start Kit** goto johnspencerellis.com.



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TACTICALLY TARGETTED



We always seem to hear from the marketing gurus and thought leaders about 'narrowing down your niche market', because this is apparently the only way for a small business or personal brand to succeed against the loads of competition that's stacked against us these days.

So then, what exactly is a 'niche market' anyway? Well, here's a pretty darn good definition that should give us a strong start:

A niche market is the subset of the market on which a specific product is focused. The market niche defines the product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intended to impact. It is also a small market segment.

To give you an example, a ridiculously large niche would be Wal-Mart. A far more focused niche would be, say, American Eagle. Both sell apparel, but the AE brand is marketing specifically to a comparatively tiny demographic and is one that only sells clothing. The other's niche sells just about everything from apparel to groceries and its primary niche motivator is that their customers are in search of low prices and convenience.

Why Finding Your Niche Is So Darn Important

The reason why pounding the pavement to narrow your niche is so critical is because there will always be a 'Wal-Mart-type' major player in every industry. However, the reason why people select AE over the low cost and convenience of Wal-Mart is because consumers will pay more to buy the brands that they more closely identify with.

For your fitness business, this is how you'll be able to compete in a local (or global, if you've got an online shop) market even if there's a massive major player on the block that's been around for quite a while. The key to winning this game is figuring out your strongest niche that fits you, and especially going one that resonates with the demographics of the potential customers you're looking for. Here's how you find them...

First thing's first, you already have a major advantage, which is practically embedded in the personal fitness training industry. It's the fact that fitness trainers are bound to their local region, and because of this, you won't have any direct competition against the emergence of a Wal-Mart-type major player, per se.

However, this doesn't necessarily mean that you will have a complete lack of competitors in your community. Especially if you're just starting out, then finding and narrowing your niche will actually make your marketing efforts easier. Well-researched and narrow-niched fitness business, if done properly, will usually require less marketing overall, because prospective clients find them (rather than the other way around). Though according to marketing master, Chris Ducker, the big takeaway on achieving this state of attraction is going to depend on your knowledge of your own select niche market's needs.

When you choose a niche audience and take the time to understand their needs deeply, a whole new world of options open up to you. You switch from struggling to find ideas for products, to instantly knowing exactly the types of products you should be promoting – because they're in tune with your niche audience's needs.

This means, whether you're looking to get into the Kundalini yoga niche or you want to find clientele that will be interested in an intensive weight training bootcamp, you'll need to figure out which niche you're looking to build your brand around. In addition, you'll also need to know how to discover that niche, ascertain if it will be profitable enough to grow your fitness business around it, and the specifics on how to narrow you should focus your efforts.

Ultimately, it's going to depend on the amount of people in your selected niche market and what that market specifically needs.

One Step Further: Trends and Keywords

A favorite niche research tool of mine is Google Adwords, because it will allow you to do 'keyword research' for free. The beauty of keyword research is that you'll be able to find out what terms people are 'Google-ing' -and you can even narrow this down to your business's specific geographical area.

Of course, if you're researching keywords for a global market, then you could feasibly have an expectation of 10,000 searches in a given month for a single keyword; however, since you're looking at much smaller geographical cross-section of a particular client demographic -then that will end up being a considerably smaller number, which will be determined by your region's population and the size of your personal trainer 'turf'.

In addition, you're going to want to make sure that your particular niche isn't in the process of declining in popularity. If you decide to get into a niche that happens to be in decline, then your brand could end up struggling within a few short years. That's why Lorna Li's advice was on point when she said,

If you want your business to be a long term business, it's better to establish yourself in a market that is growing or at least relatively stable, rather start your business in a pie that's shrinking. So it's important that you research how your selected niche's keywords (or Google search terms) are trending, conducting analysis on what they're likely to do in the next 5 years or so. You can do this by using a handy tool called Google Trends (big surprise there).

Narrow It Down (But Not Too Far)

On a global scale, there really aren't too many niches (and sub-niches) that get narrowed to the point where there aren't enough interested humans in search of your brand. Provided that it's not absolutely overboard with a 15-word long

tail keyword, and that you've been consistent and reliable in your content marketing -an online store can get about as sub-niche-specific as it gets.

However, especially for geographically-limited fitness trainers, you most certainly can select a niche that's far too narrow ...especially if your fitness business isn't based in NYC, Chicago, or LA. Aside from your local region, another good way to tell if your niche has been narrowed too far, or if you just aren't as acquainted with it as you probably should be, is to just try and come up with blog post topics off the bat. If you're struggling to pitch headline ideas to yourself, then chances are, you might want to go with a different niche for your fitness brand. That's why NineHacks.com's recommendation is for you to try and come up with at least 30 blog topic ideas off the top of your head. If you stop at 15, then you could end up with a content problem in the near future.

No matter how focused or broad your market niche, wide your geographical area, or outside the box your brand happens to be ...what you DO NOT want to do is fit in.

While there might be a temptation to believe that fitting in is equal to playing it on the safe side, it's actually not. Markets, especially fitness markets, tend to fluctuate with societal norms and the demands that change with those norms. Especially in this age of information, those norms are changing faster and faster, and getting lost in the noise is getting easier and easier for us to do. In a global online market that has the potential to put even Wal-Mart out of business (I'm looking at you, Amazon.com), then it's best to secure your own special place that's unique to your passions, interests, and especially focusing on the future clients that you're going to help get into shape.

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